

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LVIII. NEW YORK, FEBRUARY 6, 1907.

No. 6.

Replies at 2^c Each

Mr. Advertiser—

Can you afford to pay 2 cents apiece for replies? If so, read this clear to the end and then think it over. THE WOMAN'S NATIONAL DAILY—the only NATIONAL Daily and the only Mail Order Daily in the United States—is published by the Lewis Publishing Co. of St. Louis, who also publish THE WOMAN'S MAGAZINE, THE WOMAN'S FARM JOURNAL, and the JOURNAL OF AGRICULTURE. THE WOMAN'S NATIONAL DAILY is our new paper, but being new is all the more reason why it WILL pay advertisers.

As a special trial offer we agree to run your Ad in 6 issues of THE WOMAN'S NATIONAL DAILY for \$1.50 per line (agate measurement). For the 6 issues we GUARANTEE you

“Over” a Million Copies— Full Count

This figures the charge to you 2 cents per INCH per 1000 copies, and if each ONE THOUSAND COPIES (about 5000 readers) containing your Ad brings you only one reply, you are buying replies at 2 cents each. If you do not average one reply out of 5000 readers, there is something the matter with your copy or your proposition.

Sample copy, rate card and full particulars on request.

Please Address A. P. COAKLEY, Advertising Manager

The Woman's National Daily
ST. LOUIS, MO.

CHICAGO
1st. National Bank Bldg.

NEW YORK
Flat Iron Building

The Lewis Pub. Co. of St. Louis, publish and circulate “over” eight million papers per month—more papers than is “circulated” by any other one publishing concern in the world.

First
Number

PUBLISHED IN LONDON
By an American Familiar
with American Goods and
with the British Market

Just
Out

Packed with facts indicating the scope of your opportunity and character of your competition in the British market. Gives a careful analysis of national wealth and income. Correctly indicates the buying capacity and preferences of the public.

DERRICK'S BRITISH REPORT

not only shows if there is an opportunity for American Proprietary Goods which have not already been placed on the British Market, but also shows whether increased trade may be secured for goods already introduced.

**BEING A CAREFUL DIGEST OF PRESENT
BRITISH MARKET CONDITIONS IN THE
INTEREST OF MANUFACTURERS SEEKING
TRADE EXTENSION FOR PROPRIETARY
GOODS SOLD UNDER ADVERTISED NAME
OR REGISTERED TRADE MARK**

DERRICK'S BRITISH REPORT is issued in the form of a Monthly Magazine, and during the coming year will carefully cover the entire subject of Proprietary Goods in Great Britain. Every number of DERRICK'S BRITISH REPORT should be in the library of every American Manufacturer who is looking into the future.

Begin Your Subscription with No. 1

Invaluable, Comprehensive, Reliable, and of absorbing interest to anyone seeking extension of trade beyond the seas. Price, post paid, \$1 per copy. Vol. 1., 12 Nos., \$10. Make all remittances by International Postal or Express Order, or by Exchange on London, to

PAUL E. DERRICK, PUBLISHER
34 NORFOLK STREET, STRAND, LONDON; ENGLAND

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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. VI. III.

NEW YORK, FEBRUARY 6, 1907.

No. 6

THE FAC-SIMILE LETTER.

A FAVORITE FORM OF MAIL LITERATURE WITH PUBLISHERS—LETTERS FROM ADVERTISERS COMMENDING A MEDIUM ARE ALWAYS SENT OUT THIS WAY, USUALLY WITH NO COMMENT—WAYS TO MAKE LIVE ADVERTISING OUT OF SUCH MATERIAL.

When a newspaper or magazine publisher receives a letter from one of his advertisers, bringing the astonishing news that the advertiser got his money back with a profit out of the space he used, some strange impulse—a curious faculty that all publishers everywhere have, evidently—impels him to have this letter photographed and printed as a circular, on the same color and kind of paper it was originally written on. Then he sends it out to other advertisers without any explanation. Sometimes he waits until there are a dozen such letters, and sends out a regular letter book. Or he may go so far as to write a lot of advertisers, asking how his publication is paying them, and send out those replies that are favorable, and put the rest—but nobody knows what he does with the others.

A western incubator advertiser tells a humorous story of a fellow incubator manufacturer who sent a complimentary letter to forty publishers. This testimonial was evidently of a general nature, for the whole forty got about the same letter. Immediately they all reproduced it to a man, and for a month the advertising public was showered with copies of that letter from this publisher, and that, and the other. The incubator manufac-

turer got a fine lot of publicity out of it.

The feeling that impels every publisher to mail a compliment around is probably of the same nature as the news instinct that makes him a publisher. He believes that it is live news. Very often by running over a sheaf of such letters a shrewd advertiser can read between the lines and glean information about methods. Occasionally an advertiser, in writing his testimonial, gives his schedule of space or a comparative list of other mediums. This kind of information, however, is so exceptional as to be hardly worth going through a bunch of such literature to gather. There is nothing, either, particularly fascinating about reading correspondence in fac-simile. A bunch of miniature letters is heavy to mail, and there are so many of them flying about all the time that probably everyone is a little tired of them. Fifty letters sent to a big national magazine might be of interest. But when the Bungville *Bazoo* endeavors to attract general business by mailing fac-similes of letters from local merchants, the interest rather flags, and the advertisement fails through indirection. The fact that Sol Cohen, of the Big Star Clothing Store, and Charles B. Jenison, real estate, insurance and loans, have found the *Bazoo* the best medium in Bungville, and hope to favor it with a continued business, isn't very interesting to the National Biscuit Company. Yet quite a few such pieces of evidence are sent out.

The fac-simile letter is overdone as an advertisement for an

advertising medium. The publisher should take steps to weaken his own belief in the interest and convincing power of this device. He should at least try to get over the habit of sending it out in the form of a collection, a dozen fac-simile letters put together like Exhibit E479 in a trust suit, without any other explanation. This belief that the letter tells its own story is to-day as widespread as it is childish.

Have testimonials no value, then, for a publication?

Yes—great value when properly used. But in the form of fac-similes they are crude and undigested.

They have value when they are used as a western publisher used them not long ago. He sent an inquiry to every advertiser who had been in his paper the past year, asking about results, and then he printed summaries. These letters were not photographed, but grouped geographically—there were hundreds of them—and printed in straightaway nonpareil. The novel feature of the whole exhibit, however, was this:

This publisher printed not only favorable letters, but also the unfavorable ones.

What?

Yes. He did it. He never flinched. You read a communication from White, Brown & Gray, Indianapolis, saying that his paper had pulled twice as much business for them as any other medium on their list. And then followed the screed of Bill Hoover, Hicksville, Ind., saying that so far he had never been able to trace a durned cent's worth of business to his advertisements, and stating that he had stopped.

Did it bankrupt this publisher when such a lot of damning evidence was thrown on the world. Not a bit of it—at least, he seems to be in business yet. For when all these unfavorable letters were counted and compared with the favorable ones, there were only ten per cent of them, or five, or something as insignificant as that. By showing them up with the favorable ones he made the latter stronger, and at the same time

told the worst that could possibly be said about his paper. Do you suppose if any rival solicitor goes into an advertiser's office for a contract, and the advertiser says he is using this particular journal, and the rival solicitor begins to shake his head, and lower his voice, and whisper dreadful things he hears on the outside about that paper, and to protest that, far be it from him to say anything unpleasant about a competitor, *but*—do you suppose that any rival solicitor can work off that old device on *this* particular publication, after such an exhibition of strength along with weakness? You know he can't. And you know that such a stroke was a stroke of the deepest, broadest sort of policy.

This is one way to use testimonial letters. There are others. When an advertiser receives data about a publication he wants something interesting and suggestive. No flesh-and-blood solicitor would trust him with a bunch of letters to read while there was any possibility of talking to him. The publisher ought to talk to him too—not give him a lot of stale correspondence to thumb over. His talk may be based on testimonial letters as well as anything else. But he ought to take the initiative in getting them—not sit in the office and reproduce those that just happen along. He ought to start out with some definite point of strength about his publication that he wants to prove in opinions and statistics, and get live material from the men who are using his columns, and then tabulate that material in a way so that it will be at least as interesting as though he meant to print it as an editorial.

The publisher of a farm paper, for instance, finds that there is a tendency the past two or three years among certain of his advertisers to use large space. If he can encourage this tendency it will be good for dividends. Or, he may have noticed that a very high percentage of his advertisers who use small space have the agreeable habit of staying in month after month, and that only ten per cent drop out. A group

(Continued on page 6).



Suppose.

¶ Suppose you are engaged in a line which neither you nor your competitors are advertising—and you are doing “pretty well.”

¶ Suppose one of your competitors suddenly gets an idea, and in accordance with that idea spreads across the land the knowledge of his goods, his trade-mark, and the impression that his stuff is the best—the most worth advertising. And if, as generally happens, the public notice the man who notices them, and give his goods the preference, where will you be? Even if you begin advertising then, how long will it take you to catch up?

¶ Suppose you begin advertising first.

¶ THE SATURDAY EVENING POST and THE LADIES' HOME JOURNAL have in their respective fields the largest circulations in America.



THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

of letters to either division of these advertisers, asking them why they use space, and how they use it, and what other papers they use, and how results are keyed, and what their cost per reply is, etc., will bring back a mass of information that any good editor can turn into live stuff. If the ten per cent of small advertisers are followed up this way and the real reason found for their abandonment, that reason would usually stand printing. For, unless it is an unusually weak medium, no publisher need be afraid to reveal why certain advertisers quit. He ought to hasten to do so as a stroke of policy. One of the prominent statistical sharps of the advertising world once made a tabulation of general magazines to prove that large space was necessary to success. He proved it—to his own satisfaction. He made a graveyard enumeration of all advertisers who used less than two inches, and found that three-fourths of them "died" after a few insertions. So, it followed—Oh, it was quite clear in his mind—that the cause of death was too little space. But a closer examination of these cases would have showed that some died for lack of capital, and hundreds were only putters and experimenters at best—never on their way to be classed as advertisers at all. If the publisher would tackle problems like this—new, interesting, valuable to advertisers as information—and send out summaries, not fac-similes, he would find that the testimonial letter method of advertising had unlimited possibilities. As it stands to-day it is a bore.

PRICE-LISTS and catalogues are issued by the French business man, says an English writer, but you can obtain them only with difficulty unless you happen to be a Frenchman or known to the merchant. Endless questions as a rule are asked before entrusting a *gris-courant* to a stranger. At first sight it is found very often inferior to those to be had in other countries, the prices are exorbitant, the discount small, the commission seldom encouraging; result: next to no trade possible. The commerce of France suffers in consequence of this reluctance far more than business people in France are aware.

IN A RUT.

Why is it that most book advertisements are so infinitely below the breakfast-food advertisements? The man who writes the food ads displays a richly modulated mood that changes with every theme. Age cannot wither nor custom stale his fifty-seven varieties. But when it comes to books, it is always the "rich, red blood" of the mountain, or the "salt tang" of the sea, or the "winsome grace" of the girl who was born in Montclair and is heiress to the throne of Faconia. Even a dignified subject will not save the book advertiser. We have in mind an elaborate work of reference that really deserves the good reputation it has gained, which was ushered into being as a something made up of any number of "thousands of pages," and any number of "millions of words," embracing a record of the "History of the World from the Day of Creation to the Death of Paul Leicester Ford." This may be merely vulgar; but there is actual stupidity in the publisher's notice of another reference work whose great claim is that it is absolutely up to date, and is the result of eight years' conscientious labor. Assuredly, an author would warm up to his own work in loftier terms.—*New York Post*.

(From the *Chattanooga, Tenn., News*, January 21, 1907).

DIAMOND IN PATENT MEDICINE

W. B. LOVE OF SOUTHERN EXPRESS CO. IN GREAT LUCK

In Bottom of Box of Pills He Discovered An Unset Jewel Worth in Neighborhood of \$175.

W. B. Love, an employee of the Southern Express company, a few days ago purchased a box of Ripan's tablets, and among other things the package contained an unset diamond of large size andondrous beauty. To say that Mr. Love was flayed and bewildered is putting it mildly. However, when he came to, he quickly betook himself to the jewellers and presented the brilliant pill for inspection. The verdict was that it was worth at least \$175.

Mr. Love says that he was particularly pleased with this package of dope from the fact that he bought it "cut-rate." He will not, however, invest any large amount of money in the hopes of a repetition of the good luck, but says that he has been using this line of tonic for years, and will continue to do so, partly for the beneficial results to be derived, and partly for the possibility of another diamond pill.

INFORMATION THAT SERVES.

Into the ruck and run of sameness that characterizes automobile advertising, the White Company has introduced a taking idea. To advertise the White cars, a series of route books are being issued. No. 2 is just out. The *New York Post* describes it:

Route Book No. 2 gives complete and detailed road directions from New York to the Jamestown Exposition, Norfolk, Va. Included in the book are the routes to and from such important cities as Philadelphia, Lancaster, Gettysburg, Harrisburg, Reading, Hagerstown, Winchester, etc. Every turn in the road, every fork where the tourist might hesitate as to which way to go, is accurately described and its mileage given. Specific notice has been made of every railroad crossing, so that tourists provided with this book may use proper caution in approaching these crossings. The book is profusely illustrated, showing views of the country traversed, including among other subjects some fine pictures of the battlefield of Gettysburg. Finally, the book contains a good map, as well as descriptive articles which give the tourist a very good idea of the character of the several routes.

Why is it that, in all the vast mass of advertising matter issued for distribution to the public, so little should ever contain information of use to the reader apart from the advertiser's own story? The information idea in advertising is not only undeveloped, but when it is used the advertiser seldom hits on anything worth while to the public. Guide books are practical and useful to motorists. Probably some motor manufacturers are to-day sending out vest-pocket manuals with statistics of population, a calendar and a programme of eclipses for 1907. If they are not, hundreds of other advertisers are, and these volumes of pocket information fit their own lines of business no better.

When it comes to using information that serves, everybody is in a rut. Almanacs, calendars, desk pads and population statistics. These are bought in ready-made form at a price that would pay for compiling original information bearing directly on the advertiser's own business. A furniture manufacturer wants something to distribute through re-

tailers. Does he put together information on how to take care of furniture, with suggestions for decorative schemes? No—he buys a little book that contains postal rates and antidotes for poison, first aid to the injured and a perpetual calendar.

The best thing ever done in the way of publishing information that serves, probably, was the issue of a book on electricity by a Cleveland concern that re-winds armatures. This information was needed by engineers who handled such electrical machinery, and when the manufacturer began to issue it in leaflet form he found it so much in demand that eventually a book had to be compiled to sell at \$2 a copy, and it became his chief advertising medium. Every industry has similar information to give out. The public wants information about how to handle goods and get the most out of machinery. The retail trade wants information as to how things are made and how to take care of them. In retail advertising there is a demand for folders that show car lines, street numbers, etc. But very little intelligent information ever gets into advertising matter. Either this universal demand is ignored altogether, or the information given is about the moon. The shortcoming seems to be entirely editorial—that is, advertisers are not awake to the value of good compiling and writing, the possibilities of their own business when tabulated and described by a good writer on the "how to" plan. This is the keynote. The public wants to know how to use what the advertiser sells. Isn't it about time that such literature abandoned abstract information like how to foretell the weather?

WILL CIRCULATE LIKE SALVATION.

Ernest Tissot, a Parisian journalist, prophesies in the *Revue Bleue* (Paris) the coming of a newspaper era in which even more newspapers will be read than ever, because they will be distributed free all over the world. The one cent yellow journal will be driven out of the market and the market place by a gratuitous record of daily happenings whose expenses will be paid by the ever-increasing volume of advertisements.—*Editor and Publisher.*

INVESTIGATION OF THE ERIE "TIMES."

On January 17 PRINTERS' INK received a telegram from F. S. Phelps, president of the Times Publishing Company at Erie, Pennsylvania, inquiring the cost of a thorough investigation of the circulation of the *Times* by a PRINTERS' INK representative. The following reply was sent:

"Two hundred dollars. Can come at one day's notice. If wanted send check."

The same day a message was received stating that the check had been sent, and this was followed by the following letter:

ERIE, Pa., Jan. 17, 1907.
PRINTERS' INK, 10 Spruce Street, New York City:

GENTLEMEN—Inclosed please find our check for \$200, which is sent in response to your message received yesterday stating that you would send your best circulation expert to this city for the purpose of making a thorough and fearless examination of our circulation. We have no favors to ask in any way, shape or form, and we do not suppose for a moment they would be granted if we did. It is my desire that you send a man here who has the ability as well as the determination to get at the bottom of things in this office and if there is any deception or padding of any kind been practiced, to expose it. We will give you the freedom of the office. Free and undisputed access to every book, paper bill, bank books, carrier routes, postoffice receipts, white paper bills, paid freight bills, any and every thing your representative desires. He shall have unhindered way in our office and he shall also have the free privilege of asking any and all the questions of employees or proprietors. Our sworn statements have been disputed and falsely so. We inclose the check which you said would insure the sending of an expert who would be able to go through this matter thoroughly. For reasons which we will explain when he gets here it is important that he is on the ground here by Saturday at 1 o'clock, and it is because of that I wired you to have the man ready and the check would be sent at once.

Thanking you for your promptness in the matter and hoping to see your representative here on Saturday,

I am very truly yours,
F. S. PHELPS.

Editor and President Times Publishing Company.

The manager of PRINTERS' INK arrived in Erie on the morning of January 19. He was accorded every consideration by both the proprietors and employees of the *Times*. Paper bills, postal receipts, office records, press-room

reports, mailing-lists were quickly produced at his request. Questions were cheerfully answered by employees in the office and the mechanical department. Newsboys employed by the *Times* and others owning their routes were closely questioned in order to verify statements made on the inside. The county solicitor was interviewed, and several newsdealers.

After three days the examiner was satisfied with the results of his investigation, and rendered the following report:

REPORT UPON THE CIRCULATION OF THE ERIE DAILY "TIMES."

An investigation of the number of copies printed by the Erie Daily *Times* was made by me at the *Times* office, beginning on January 19, 1907, and ending January 22d. For the purpose of securing information bearing upon the subject I was given free access to white paper bills, bank books, carrier routes, postoffice receipts, paid freight bills, etc. To verify the findings of the report I questioned both proprietors and employees; among the latter were bookkeepers, mail clerk, pressmen, solicitor, newsboys, etc.

White Paper Report.

Paper received during 1906	1,170,151 lbs. net
Paper necessary for the 313 days of issue during 1906 for the editions as printed in the <i>Times'</i> statement for the year....	1,111,988 lbs.

Detailed Report for December, 1906.

Number of Copies Distributed, Average per Day.	
In Erie.	
Street sales	4,186
Office carrier routes	3,512
Newsdealers	2,059
Employees of <i>Times</i> , local advertisers, etc.	193
Job orders and samples for solicitors	39
Mail list—R. F. D. routes leaving Erie Postoffice....	534
	10,523

Mail-list, exclusive of R. F. D. routes leaving Erie Postoffice	7,125
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Grand total.....	17,648
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The above report is true to the best of my knowledge and belief.

R. W. PALMER,
Manager The Printers' Ink Publishing Company.

January 24, 1907.

The average for the month of December, 1906, shown in the detailed statement of the *Times* for the year, was 17,654. This fig-

ure, however, becomes 17,636 when a clerical error in the compilation of the report is corrected;—twelve copies less per day than the PRINTERS' INK report sets forth. The discrepancy may be due to any one of several causes, all unimportant.

The investigation made in Erie was thorough enough to prove beyond a doubt the substantial accuracy of the *Times'* statement of copies printed.

In all the United States there is probably no other paper which has so large a distribution in city and county as the *Erie Times*, relative to population.

In its own field it completely out-distances competition. There are two other dailies in Erie, the *Dispatch*, published in the morning, and the *Herald*, which, like the *Times* is published in the afternoon. Neither the *Dispatch* nor the *Herald* has ever furnished Rowell's American Newspaper Directory with a detailed report of copies printed. In the last Directory the former is credited with a regular issue in excess of 4,000 copies, and the latter is supposed to print more than 1,000 daily. After spending several days in Erie one is impressed with the extremely liberal rating accorded the *Dispatch* by the Directory editor. Regarding the *Herald* it is more difficult to render an opinion, but the rating accorded would appear to be eminently fair to the paper's publishers.

An efficient circulation department is one of the ear-marks of merit in a good advertising medium. There is no paper so well edited nor so necessary to the reader that the publisher is justified in expecting it to reach its maximum circulation without proper pushing. And proper pushing generally includes advertising and personal soliciting for subscribers. A good paper will be taken by the alert and wide-awake without much advertising or salesmanship being expended, but when a publisher assumes that without aggressive work he can get or maintain the circulation which the advertiser has a right to expect, he is mistaken. And only when a publisher is conducting an active canvass can he be in close enough touch with his readers to know when he is serving them to the best advantage.—*Selling Magazine*.

NEWSPAPER ADVERTISING.

The reason that newspaper advertising is so much better than any other is because it is definitely recognized everywhere as of right and of merit as absolutely legitimate, an essential part of the newspaper's function as much as the news and editorials, and a commodity as definite and as measurable in value as any other. During the last few years newspaper advertising has made tremendous strides, not only in volume, but in its essential content of precision and of efficiency, so that its administration has become definitely recognized as a profession, almost an exact science. A necessary corollary of the great advance in the value of legitimate advertising is the decline and disrepute of every other kind, and that which obtrudes itself, like the defacing of natural scenery, or smuggles itself into notice, like veiled references in plays and lectures, is not only futile, but worse, a positive offense and a reproach, to the men and the things responsible.

DECEMBER, 1906,

CIRCULATION OF

THE RECORD-HERALD

Daily Average, 148,138

Sunday Average, 218,729

Increase in three months of
8,638 in the daily average and
of 19,959 in the Sunday average.

The statement of circulation for each day of the preceding month will be found on the editorial page. THE RECORD-HERALD is the only morning paper in Chicago that prints such a statement.

Advertising in 1906

The advertising in THE RECORD-HERALD during 1906 as compared with 1905

Gained 1,793 Columns

THE RECORD-HERALD

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse

LINCOLN, NEB.

CALENDARS—A BIG ITEM.

The annual distribution of calendars has been completed, and thousands of business houses are again asking whether this form of publicity pays. The extent of this expenditure the country over can be gauged by every business man, who receives ten times as many calendars as he needs, and preserves the best, throwing the rest away. It can also be guessed at by making a little list of the concerns throughout the country that publish nothing but calendars. Some of these pay large cash premiums for pictures to be used as calendar features, and others in small towns do an annual business in such novelties that would compare favorably with the largest publishing enterprises.

Does the calendar pay? Probably not, in the vast majority of cases. Little intelligence is brought to bear in its production. Thousands of retail merchants buy ready-print calendars of mediocre quality, or depend on the crude productions of the local printing shop. Their calendars are distributed widely, but carry only a bare business card—no vital advertising message. If the space were devoted to a little talk on the convenience of ordering by telephone or mail, there might be direct results. If it were devoted to a talk about some special department or form of service, there would be some tangible appeal. But the average retailer, sending out his calendar in December or January, seems to be moved by the idea that this expense is as necessary as it is useless. And so the calendar has become fossilized. This statement is largely true of the millions of insurance calendars distributed through agents of fire and life companies.

Some large general advertisers like the Chicago meat packers issue calendars of such artistic merit that the public is willing to buy them at ten to twenty-five cents apiece. These doubtless have a higher advertising value than gift calendars. Some business houses, like the Ayer agency,

Philadelphia, pay special attention to calendars with large figures, for office use. These are sold in considerable editions. A few insurance companies have made their calendars stand out above the ruck and run by publishing them on the series plan—that is, the calendar bears some interesting historical picture each year which gives not only strong appeal, but is suggestive of the business of the company. One of these is the John Hancock Life Insurance Company, of Boston, which issues a calendar bearing a colored picture of some incident in Colonial history, accompanied by a trustworthy footnote containing dates, names and facts. The Title Guarantee & Trust Company, of New York, has long been conspicuous for its historical calendar. Some little known but important incident in the history of New York City is taken, presented in a picture, and treated in a short article on the last page of the calendar pad. This company insures New York realty titles, and the incidents selected usually deal with some point in Manhattan realty. One showed the first purchase of Manhattan Island for sixty guilders by Peter Minuit, in 1624. Another pictured the surrender of the island to the English, in 1664, by Peter Stuyvesant. A third told the story of Captain Kidd, the pirate, who before taking to the life of a freebooter was a trader in New York and a large holder of real estate. The 1907 calendar shows the meeting of Washington and his officers at a house in Brooklyn after the Battle of Long Island, and a footnote describes his masterful retreat after this disaster and tells something of the house where the conference took place. This company distributes 100,000 of these calendars every year, and there is no question but that adherence to the series idea has made them a feature of New York business life, and a novelty that would be missed if it were abandoned.

As to results from calendar advertising, there seems to be on record no clear case in which

anyone turns. for a compla against the pro idea—K cial re opinion widely direct not pr useless medica vertisin reputa throug their that fo printin of alm throug ately v vote t vertisi loss i of dol a gen alman ers, a throug them. pense exce tising of co turns. when many Ayer' This endar alman and h who p vertis

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anyone has ever traced direct returns. An advertising manager for a Texas department store complains, "I send out calendars against my own wishes because the proprietors think them a good idea—have never gotten any special results from them." His opinion is probably the one most widely held. But the fact that no direct business can be traced does not prove that the calendar is useless. It is said that the Ayer medical people once hired an advertising expert of spectacular reputation to come and introduce thoroughly modern methods into their publicity. He came, found that for years the house had been printing and distributing millions of almanacs in various languages through druggists, and immediately cut off this expense to devote the money to newspaper advertising. It is also said that a loss in sales of many thousands of dollars resulted that year. For a generation this familiar yellow almanac had been going to farmers, and was the only medium through which the house reached them. It was a heavy item of expense in the aggregate, but an exceedingly cheap form of advertising when computed on the basis of cost per copy. No direct returns had ever been traced, but when the almanac stopped a great many people stopped buying Ayer's sarsaparilla.

This much is clear about calendars. Like the patent medicine almanac, they are in wide demand and have a real use to the people who get them. Viewed as an advertising novelty rather than an

active periodical medium, they probably do a great deal of indirect good. How much more good they might do if entrusted with a specific advertising message is not accurately known, for few advertisers have tried to make the calendar pay by improvements. Ninety-nine houses in the hundred send out something in this form because all other business houses do. Because December and January mark the beginning of a new year, all advertisers send them out in these months. Quite a gratifying degree of success has been achieved in calendars by so simple a device as making up one that runs from July to July, instead of January to January. A calendar of this sort, coming along in midsummer, at a time when the New Year calendar is dirty and stale, usually supplants it. When a little originality of this sort will put a business story in homes and offices for several months' display, it would seem to be wisdom to try and improve that business story and use more ingenuity in distributing it.

A SLANG SYNONYM OR "ADVERTISER."

The latest additions to the list of stage and lyceum phrases are thus defined by the *Lyceumite*:

To Bouch: To advertise one's self with great industry, but without discretion; to advertise one's self in such a way as to make people tired of one or sorry for one.

Boucher: One who bouches; a lecturer or entertainer who is forever bragging and blowing and trying to work the public prints for lines ofjectives, and yet who never does anything of consequence on the platform. In short, a boucher is a man (or woman) who makes you tired.

PROSPEROUS IOWA'S GREATEST NEWSPAPER IS

The Des Moines Capital

The CAPITAL is the only newspaper in nearly every home in Central Iowa and the one paper in thousands of homes. With respect to city circulation, competitors are completely distanced. Circulation last year 41,751 copies daily.

Eastern Representatives - O'MARA & ORMSBEE, 26 World Bldg., N. Y.

LAFAYETTE YOUNG, Publisher.

"THE POLICY OF THE HOUSE."

IT ENTERS MORE AND MORE INTO THE ADVERTISING OF LARGE CONCERNS—TAKING THE PUBLIC INTO THE ADMINISTRATION OF BIG BUSINESS—QUITE DIFFERENT FROM THE ADVERTISING THAT SELLS GOODS, YET INDIRECTLY GIVING THE LATTER FORCE.

Quite a large, growing body of advertising nowadays is that which has nothing to do with goods or sales directly. It deals with the advertiser's organization, his business system, his integrity. "The policy of the house" is a pat term for this form of publicity. It is stately in language. It appears around the first or the middle of the year, and tells how much business was done the last twelvemonth. It tells why, too. There are always two reasons (in his own mind) why a man does lots of business—first, the appreciation of the public; second, his irresistible goods. In a "policy of the house" ad it is customary to use language of editorial character, and thank the public for its appreciation and patronage, and to refer to the irresistible quality of the goods, and tell how much more difficult it is going to be to resist them during the coming year.

Ten years ago there was little of this "policy of the house" advertising. When business firms took newspaper space then they wanted to sell something the same day, or next morning. But with the growth of department stores, trusts and large corporate business, it has come to be quite the thing to print advertising that is a sort of public statement, a court circular, a message from the President. Statements of this kind often run pretty much to generalities—the large, round, obvious thoughts that a corporation president puts into Johnsonian sentences. Yet, a general statement of business success at the end of the year can be made very definite and interesting. Here is how the United Cigar Stores Co. did it:

Never in the five years' existence of

the United Cigar Stores Co. did we make as many new customers—every one a new friend, we hope—as came to us in 1906.

Of course there were many more United Cigar Stores under lease than we had a year ago.

A chain reaching from Coast to Coast.

Fifty-five cities linked together.

New cities to the number of 21 added in 1906.

Business in December at the rate of \$10,700,000 a year.

For three days of December just passed sales to the amount of \$550,000.

One New York store's receipts for a day in December \$8,200.

A single salesman between morning and night with sales figuring \$1,625.15 to his credit.

Value of profit-sharing certificates redeemed in Premiums in December, \$92,250.

It's of interest to know that San Francisco, destroyed by earthquake and fire in April, and not half restored in December, gave the new United Cigar Stores a business of \$92,645 for that month, as against a business of \$70,744 for the old stores in December, 1905, the year before the fire.

A year ago we thought 17,000,000 cigars a month stood for big sales. Now we sell 25,000,000 a month—nearly four cigars a year for every man, woman and child in the United States if smoking was as necessary as eating.

A lot of tobacco, surely, but representing so much human happiness, so many harvests of rich fields, so vast a return to a million busy hands!

Not to forget that an entombed miner kept the despair of death at bay with a simple plug of tobacco while all the world was gift-buying!

All this made possible by a generous public who divided with us the bounty of the earth, blessed as never before by record crops, a universal demand for labor, and, better than all else, confidence in the future of our country.

Our gratitude to this public is as broad as the great benefits in which it has been our fortune to share.

"Thank you" is the best we can say.

But mere words cannot properly express this gratitude.

It must be shown by bigger returns for the money we receive, by better service over every counter.

Business like ours is always in sight. We try to go where it is with a fixed policy—to meet every condition as an individual proposition.

For example, we take a 28-foot square store at Broadway and Wall street and pay \$37,000 a year rent for it because it is the key to the situation of the Wall Street district.

But stores are easier to get than men behind the counters to carry the United message to the public.

We have done the best we could to get the men.

To do better still along these lines is the problem for 1907. As big a problem as it is we face it and we think we know what must be done. That's a good deal.

Each store in the United system of

stores must be a unit in which the men at work are the men in control. To them must go such a part of the profits of the store as will be an ample reward for loyal work. It is theirs because they earn it.

This principle in store management is not entirely an experiment. The plan is being worked out and its difficulties are being disposed of one by one.

Sooner or later the men who wait on our customers will be as responsible for their stores as if they owned them, and their rewards will be whatever they would be under those conditions.

Already a number of United Cigar Stores are being operated on this plan.

They represent the United Cigar Stores Company at the best. Far from perfection, we know, but a long way ahead of old conditions.

They prove, for one thing the value of our training school, in which salesmen are taught the fundamental rules of our business before they sell a penny's worth in a store.

These stores, too, emphasize the importance of the man behind the counter as above everything else. The good man is so large an asset of our business that to hold him in a stronger bond we insure his life for his benefit and assume his doctor's bills if he falls sick. And there's no philanthropy in this either. It's business pure and simple.

Some advertising is, fundamentally, all "policy of the house." Take that of a magazine, for instance. Effective selling talk can often be printed about the special articles in the issue that goes onto news-stands this morning. But true cumulative publicity for a magazine is the sort that defines the established policy of the editorial management through the whole year, and lays stress on the publication's individuality. Subscription advertising around Christmas is all "policy," because the reader is asked to pay in advance for a whole year of something that is unknown, and must be bought "sight unseen."

In the same category comes advertising that shows the advertiser's organization. This is especially forceful in trade journal publicity. Along with regular description of goods, a manufacturing house will often print information about its trade organization, such as a complete list of wholesalers and jobbers that carry the product. Not long ago the Jacobs Mfg. Co., Hartford, Conn., making drill chucks, took sixteen pages in the *American Machinist* to print a complete list of dealers

throughout the country who have its tools in stock. A small cut of a Jacobs chuck was printed as a feature of a tiny business card for each house. The arrangement was by States. These pages formed a directory, primarily. But after that they emphasized the wide distribution of the tools, and led the reader to infer, even though unfamiliar with machine tools, that these particular ones must be excellent.

"Policy of the house" advertising, properly managed, can be made a valuable element in backing up the price offerings or direct descriptive advertising of any firm. It reveals business personality. It arouses respect by showing the magnitude of a firm's operations. But there is still room for development in this field. Many such announcements are heavy, and fail to give vital information. The president and board of directors, afraid to tell too much about the amount of business being done or the future plans of the concern, lay a restraining hand on the writer and force him to take refuge in generalities that are neither convincing nor good reading. A "policy of the house" ad ought to be interesting first of all, and frank in the way it sets forth real information. It ought to have some actual figures and facts to show that the house is coming, not going. It ought to be printed, too, with discretion as to frequency. Some advertising runs so constantly to "policy of the house" announcements that the public must often wonder if the advertiser isn't a trifle weak there, and trying to bolster up his organization. Other advertisers, by concentrating talk of this sort into two or three extra large ads each year, make their policy announcements conspicuous and unusual, and thereby gain force.

A SERIES of handy booklets, concise and simply written, has been prepared for the Stoddard-Dayton automobiles, Dayton, Ohio, by the Blaine-Thompson agency, Cincinnati. Special points in mechanism form the main feature of the argument, these being taken up and illustrated in the text.

PHRASES AND EPITHETS.

By Joel Benton.

There is something more than meaning in words. There are color, cadence, polarity, rhythm, liquidity, harshness, good or ill flavor, and no end or qualities. The reason why Shakespeare, Keats and Emerson—to name only three somewhat differing geniuses—wrote with such masterly phrasing was because they knew the multiplied magic that inheres in language.

When either of these writers coined a phrase, a sentence or paragraph, it took on an unmistakable character. What strength and felicity, you say—and yet the peculiar mintage of all these conjoined traits is all theirs. The common writer does not rise to their height. But even common writing has its grades of excellence or infelicity, and sometimes it seems unnecessarily and deliberately bad.

An effective writer, particularly a persuasive and enticing one, as all writers who shape curious publicity should be, ought to look after the phrases and epithets he employs with some reference to refinement and to ordinary human nature. It is true enough that there are coarse people in abundance, and many of them will not be disturbed by offensive and ill-chosen words.

But it is also true that a choice or even a respectable style will not offend them. So this class may be considered negligible. The deference, therefore, should not be to them but to the classes who do not covet either vulgarity or poor taste and who are either not favorably impressed or are absolutely repelled by these exhibitions.

Let me give an example or two of what I mean. There are certain clothing stores who advertise with great gusto, their, no doubt, excellent enough garments, as "swell" and "swagger." This is supposed to mean, of course, that they are at the very top of the column in quality.

But the language is simply that of the "sport" and not that of a

refined gentleman. A "swell" person is one who struts and brags; and a "swagger" one is a counterfeit of the fashionable set and not one of the set itself. He walks, to be sure, as if he owned the town, but probably his "swagger" clothes even are not yet quite his own.

If this style of description and advertising were sent only to "sports" and vulgar people, it might have influence with the constituency they represent. But it doesn't. It flares itself in the face of people of taste and of wealth whose only desire concerning "swell" and "swagger" things is to avoid them with rigid discrimination.

There must certainly be a grave mistake in making an advertisement that has this effect. Who is it that wishes to be thought "swell" and "swagger"? We do have, to be sure, the ultra-fashionable folks and the multimillionaires. And the most of the former class belong also to the latter class.

Yet one can safely say, I think, that not one of these desires to be described by the epithets I have named or wishes to have his garments so named.

The only aristocracy such adjectives can captivate must be that of the "codfish" persuasion—the people who are not sure of their real rank on this planet, and are hunting for clothes that scream and exaggerate themselves, in order to sustain false pretensions. Still, it is well to have nice clothes. Beecher said "Clothes do not make the man, I admit, but, when he is made, they make him look better." An advertiser, even if he has never read Carlyle's "Sartor Resartus," The "Tailor Repatched," should grasp this idea and others ancillary to it, and be able to enforce them in polite and persuasive terms.

AN excellent fifty-two page book on patents, issued as an advertisement and a guide to inventors, comes from Beeler & Robb, patent attorneys, Washington, D. C. It treats of every phase of the subject in a pertinent way, and the contents are made accessible by an index.

NEW YORK SPECIAL AGENTS.

C. E. LAMBERTSON.

Mr. Lambertson left the farm in Indiana in 1891 and drifted into Cincinnati. A friend found him roaming the streets and took him around to the office of the Cincinnati *Post* more as a joke than anything else. The editor happened to think that the lad who had been getting the price of butter, eggs and chickens for the paper had left and offered Lambertson the place, at \$8 a week. He was with the *Post* about nine years and in that time was dramatic editor, special correspondent for the Scripps-McRae League, occupied at times every desk in the office and then widened his experience by a change into the advertising department. Leaving the paper he was assistant city editor of the



C. E. LAMBERTSON.

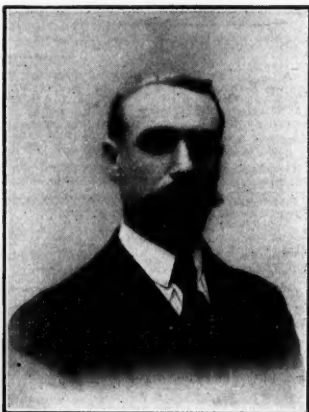
Times-Star for a while, and then became sporting editor of the Cincinnati *Enquirer*.

When the Star Publishing Company purchased the old *Terre Haute Express* and succeeded it with the *Star* they put Mr. Lambertson in charge of the new

property. He entered the eastern field last July to take complete charge of the Indiana Star League.

CHARLES MENET.

In October of the year 1884 Charles Menet started to assist his father, Al Menet, in the George Poggenburg Agency, located at that time at West Broadway and Murray street.



CHARLES MENET.

After a short time, however, he went West on special newspaper work, and upon his return to New York became manager of the *Real Estate Bulletin*. Mr. Menet soon returned to the general agency field, which he found more to his liking, and it was not until 1896 that he succeeded J. J. Hundley as Special Representative of the *Jersey City News* and *Hartford Sunday Globe*. These papers he still retains, and during the last five years has added the *Asheville, N. C., Gazette-News*; *Columbus, Ga., Ledger*; *Elizabeth, N. J., Times*; *Lynn, Mass., News*; *Waterville, Me., Sentinel*, and *Atlantic City, N. J., Review*.

MERELY to amuse the public: What a sad vocation for a man who thinks! To make the public sit up and take notice—yes—to make the public think and think hard; that's worth while.—*Robert Frothingham*.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (★).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, *dy.* Average for 1905, 22,069. Best advertising medium in Alabama.

Montgomery. Journal, *dy.* Aver. 1905, 8,677. The afternoon home newspaper of its city.

ARIZONA.

Phoenix. Republican, *Daily* aver. 1905, 6,581. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times, *dy.* Act. av. 1906, 7,867. Act. aver. for May, June and July, 1906, 4,227.

CALIFORNIA.

Mountain View. Signs of the Times. Actual weekly average for 1905, 22,550.

San Francisco. Pacific Churchman, semi-mo.; Episcopalian, *Cir.* 1905, 1,427; Dec. 1906, 2,500.

San Francisco. Sunset Magazine, monthly; literary; 192 to 224 pages, 328. Average circulation ten months beginning December, 1905, 64,500. Home Offices, Flood Building.

COLORADO.

Denver. Post. New people—new homes—new news—all supplied by the "Want" columns of the Denver Post. *Cir.*—*Dy.* 56,012, Sunday 82,397.

★ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport. Evening Post, *Sworn dy.* av. '06, 11,268, now over 12,500. E. Katz, S. Agt. N.Y.

Meriden. Journal, evening. Actual average for 1905, 7,567.

Meriden. Morning Record and Republican, *Daily* average for 1905, 7,578.

New Haven. Evening Register, *daily.* Actual av. for 1905, 12,711; Sunday, 11,311.

New Haven. Palladium, *dy.* Aver. 1904, 7,857; 1905, 8,626. E. Katz, Special Agent, N.Y.

New Haven. Evening Register, *dy.* Annual sworn aver. for 1906, 14,681; Sunday, 11,662.

New Haven. Union. Average 1906, 16,481. Sunday 1906, 8,659. E. Katz, Sp. Agt., N.Y.

New London. Day, ev'g. Aver. 1906, 6,104; E. Katz, Sp. Agent, N.Y.

Norwalk. Evening Hour. *Daily* average guaranteed to exceed 5,100. Sworn circulation statement furnished.

Norwich. Bulletin, morning. Average for 1905, 5,920; 1906, 6,559; now, 6,925.

Waterbury. Republican, *dy.* Aver. for 1905, 5,648; 1906, 5,987. La Cotte & Maxwell.

DISTRICT OF COLUMBIA.

Washington. Evening Star, *daily* and Sunday. *Daily* average for 1906, 55,577 (©).

FLORIDA.

Jacksonville. Metropolis, *dy.* Average 1905, 9,422. Oct. 1906, 9,407. E. Katz, Sp. Agt., N.Y.

GEORGIA.

Atlanta. Journal, *dy.* Av. 1905, 46,028. Sunday 47,998. Semi-weekly 56,751; aver. 1906, *daily*, 50,537, Sun., 57,988; semi-wk., 74,916.

ILLINOIS.

Ashley. Gazette, *Circulation* 1,152. Largest and only proven circulation in Washington Co.

Aurora. Daily Beacon. *Daily* average for 1905, 4,580; 1906, 6,454.

Champaign. News, *Daily* over., 1906, 2,156; weekly, 2,460. Guaranteed larger circulation than all other papers in the twin cities (Champaign and Urbana) combined.

Chicago. Bakers' Helper, monthly (\$2.00) Bakers' Helper Co. Average for 1905, 4,017 (©).

Chicago. Breeders' Gazette, *wk.* \$2.00. Aver. *cir'n* 11 months ending Nov. 28, 1906, 69,667.

Chicago. Dental Review, monthly Actual average for 1905, 2,702; for 1906, 4,001.

Chicago. Examiner. Average for 1906, 175,000 copies *daily*; 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.

Chicago. Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago. Inland Printer. Actual average circulation for 1905, 12,866 (©).

Chicago. The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The Tribune is the only Chicago newspaper receiving (©).

Chicago, Record-Herald. Average 1905, daily 146,458. Sunday \$4,559. Average 1906, daily 141,748. Sunday \$11,611.

★ The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Joliet, Herald evening and Sunday morning. Average for year 1905, 67,783.

INDIANA.

Evansville, Journal-News. Ar. for 1905, 14,040. Sundays over 15,000. E. Katz, S. A., N.Y.

Indianapolis, Up-to-Date Farming. 1905 av., 155,250. Now 200,000 4 times a mo. 76c. a line.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1905, 24,612.

Princeton, Clarion-News, daily and weekly. Daily average 1905, 1,447; weekly, 2,397.

Richmond, The Evening Item, daily. Sworn average net paid circulation for 1905, 4,584; nine months ending Sept. 30, 1905, 4,411; for Sept., 1905, 5,015. Over 3,400 out of 4,800 Richmond homes are regular subscribers to the Evening Item.

Routh Bend, Tribune. Sworn daily average, Dec. 1905, 8,027. Absolutely best in South Bend.

INDIAN TERRITORY.

Muskogee, Times Democrat. 1905, ar., 2,351; 3 mos. end. May 1905, 5,213. E. Katz, Agt. N. Y.

IOWA.

Burlington, Hawk-Eye, daily. Arer., 1905, 8,764. "All paid in advance."

Davenport, Catholic Messenger, weekly. Actual average for 1905, 5,514.

Davenport, Times, Daily aver. 1905, 12,022. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, only. Lafayette Young, publisher. Sworn average circulation for 1905, 41,751. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1905 in 312 issues than any competitor in 365 issues. Rate five cents a line. *fast.*

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for Nov. dy, 30,069.

Des Moines, Iowa State Register and Farmer, w/y. Aver. number copies printed, 1905, 52,128.

Des Moines, The People's Popular Monthly. Actual average for 1905, 182,175.

Sioux City, Journal, daily. Average for 1905 sworn, 24,705. Average for first six months, 1905, 29,045.

Sioux City, Tribune, Evening. Net sworn daily, average 1905, 27,170; Dec. 1905, 30,124. You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson, News, Daily 1905, 4,260. Oct. 1905, 4,500. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1905, daily, 3,578; weekly, 8,180.

Pittsburg, Headlight, dy. and w/y. Actual average for 1905, 5,963, weekly 5,278.

KENTUCKY.

Lexington, Leader. Ar. '05, avg. 5,157. Sun. 6,795; Oct. '05, 5,216. Sy. N. 5,566. E. Katz, S. A.

Marion, Crittenden Record, weekly. Actual average for year ending October, 1905, 1,852.

Owensboro, Inquirer. Daily av., six month. ending Jan. 1, 1907, 2,166.

Owensboro, Daily Messenger. Ar. detailed sworn circ'n quarter ending Dec. 31, 1905, 5,430.

LOUISIANA.

New Orleans, Item, official journal of the city. Av. cir. Jan., 1905, 24,615; for Feb., 1905, 25,419; for March, 1905, 26,069; for April, 1905, 26,090. Av. cir. Jan. 1 to June 30, 1905, 25,196.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1905, 1,359,575.

Augusta, Kennebec Journal, dy. and w/y. Average daily, 1905, 6,986, weekly, 2,090.

Bangor, Commercial. Average for 1905, daily 9,625; weekly 28,578.

Dover, Piscataquis Observer. Actual weekly average 1905, 2,019.

Lewiston, Evening Journal, daily. Aver. for 1905, 7,598 (©) weekly 17,448 (©).

Madison, Bulletin, w/y. Cir. 1905, 1,424; now exceeding 1,600. Only paper published in prosperous manufacturing and farming section.

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1905, 8,077.

Portland, Evening Express. Average for 1905, daily 12,306. Sunday Telegram, 8,041.

MARYLAND.

Annapolis, U. S. Naval Institute, Proceedings of; copies printed av. ar. end'g Dec. 1905, 1,762.

Baltimore, American, dy. Av. first 6 mo. 1905, Sun., 85,142; dy, 67,714. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1905, 69,514. For December, 1905, 71,175.

★ The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Christian Endeavor World, A leading religious weekly. Actual average 1905, 99,491.

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.



Boston, Globe. Average 1905, daily, 182,956.

Sunday 295,232. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.



Boston, Post. Average for 1905, Boston DAILY POST, 237,448; increase of 7,421 per day over 1904. Boston SUNDAY POST, 228,072; increase of \$6,158 per Sunday over 1904. First New England paper to put in linotypes. First New England paper to put in the autotype. Has in its big plant the largest and most expensive press in the world. Leads Boston newspapers in amount of foreign business. "The Great Breakfast Table paper of New England." Covers Boston and New England more thoroughly than any other paper. Bulk of its circulation delivered in homes of middle-class, well-to do portion of community.

★ The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Lynn, Evening News. Actual average for year ending August 31, 1905, 2,164.

Springfield, Current Events. Alone guarantees results. Get proposition. Over 50,000.

Springfield. Good Housekeeping, mo. Average 1906, 309,579. No issue less than \$25,000. All advertisements guaranteed.

Worcester. Evening Gazette. Actual moorn average for 1906, 11,401 copies daily; November, 12,540; December, 13,482. Largest evening circulation. Worcester's "Home" paper. Permission given A. A. A. to examine circulation.

Worcester. L'Opinion Publique, daily (© ©). Paid average for 1906, 4,282.

MICHIGAN.

Adrian. Telegram, Dy. av. 1906, 5,145. Av. last three mos. 1906, 5,458. Payne & Young.

Jackson. Morning Patriot. Average November, 1906, 4,883 net paid; Sunday, 7,558 net paid; weekly (April), 2,815. Circulation verified by Am. Adv. Ass'n.

Saginaw. Courier-Herald, daily, Sunday. Average 1906, 14,397. Dec. 1906, 14,888.

Saginaw. Evening News, daily. Average for 1906, 19,963; Dec., 1906, 20,897.

Tecumseh. Semi-Weekly Herald. Actual average for 1906, 1,155.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1906, 46,492.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1906, 87,187; average for 1906, 100,366.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, daily and Sunday. In 1906 average daily circulation 74,054. Daily average circulation for Dec. 1906, 75,955. Aver. Sunday circulation, Dec., 1906, 71,765.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1906, 52,010.

CIRCULATION Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Old-

est Minneapolis daily. The Sunday Tribune average per issue for the month of November, 1906, was 79,224. The daily Tribune average per issue for the month of November, 1906, was 102,559.

St. Paul. A. O. U. W. Guide. Average weekly circulation for 1906, 22,542.

St. Paul. Pioneer Press. Net average circulation for January—Daily 55,202. Sunday 22,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth. R. O. P. rate 15c. per inch.

MISSOURI.

Joplin. Globe, daily. Average 1906, 18,324. Oct. '06, 15,769. E. Katz, Special Agent, N. Y.

Kansas City. Journal. Circ'n, 275,000; 266,885 Weekly—display and classified, 40 cents a line, flat; 70,000 Daily and Sunday—display, 15c.; classified, 7c. Combination Weekly and Sunday—display, 48c. Literature on request.

Kansas City. Western Monthly. Reaches practically all mail-order and general advertisers.

St. Joseph. News and Press. Circulation 1906, 26,079. Smith & Thompson, East. Reps.

St. Louis. Courier of Medicine, monthly. Actual average for 1906, 9,925.

St. Louis. Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1906, 8,000 (© ©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1906, 104,200.

MONTANA.

Missoula. Missoulian, every morning. Average six months ending June 30, 1906, daily 4,828, Sunday 6,406.

NEBRASKA.

Lincoln. Deutch-American Farmer, weekly. Average 1906, 147,022.

Lincoln. Freie Presse, weekly. Actual average for 1906, 150,784.

Lincoln. Journal and News. Daily average 1906, 27,092.

Omaha. Farm Magazine, monthly. Average circulation year ending January, 1906, 40,714.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in city. Daily average year ending July, 1906, 4,558.

NEW JERSEY.

Camden. Daily Courier. Actual average for year ending December 31, 1906, 9,020.

Elizabeth. Journal. Av. 1906, 5,532; 1906, 6,515; 1906, 7,547; December, 1906, 7,910.

Jersey City. Evening Journal. Average for 1906, 28,015. Last three months 1906, 28,120.

Newark. Eve. News. Net dy. av. for 1906, 68,022 copies; net dy. av. for Dec., 1906, 65,108.

Plainfield. Daily Press. Average 1906, 2,971. First 7 months, 1906, 3,965. It's the leading paper.

Trenton. Evening Times. Net Ave. '06, 14,774; '05, 16,458; '06, 18,287; Dec., '06, 19,055.

NEW YORK.

Albany. Evening Journal. Daily average for 1906, 16,251. It's the leading paper.

Buffalo. Courier, morn. Av. 1906, Sunday, 91,168; daily, 52,681; Enquirer, even., 32,688.

Buffalo. Evening News. Daily average 1906, 94,690; for 1905, 94,748.

Catskill. Recorder. 1906 average, 3,811; July, 1906, 3,940. Best adv. medium in Hudson Valley.

Corning. Leader, evening. Average, 1904, 6,255; 1906, 6,298; 1906, 6,585.

Glens Falls. Times. Est. 1878. Only ev'g paper. Average year ending March 31, 1906, 2,508.

Granville. Sentinel, weekly. Actual average for 1906, 5,370.

LeRoy. Gazette, est. 1836. Av. 1906, 2,550. Largest ev. p'r. Genesee, Orleans, Niagara Co.'s.

Mount Vernon. Argus, evening. Actual daily average for 1906, 2,995.

Newburgh. News, daily. Ar. '06, 5,477. 3,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly average for first 7 months, 1906, 9,626 (© ©).

Atlanta. Daily Greek Newspaper, 51 Vesey St., New York, established 1868—Circulation, 12,000; daily, net paid, 50,000 Greeks arrived in 1906—three direct steamships lines between Greece and United States.

Automobile. weekly. Average for year ending Dec. 25, 1906, 15,312.

Bakers Review. monthly. W. R. Gregory Co., publishers. Actual average for 1906, 5,458.

Bensiger's Magazine. family monthly. Bensiger Brothers. Average for 1906, 44,166; for '06, 47,750.

Clipper. weekly (Theatrical). Frank Queen Pub. Co. Ltd. Aver. for 1906, 24,611 (© ©).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1906, 8,542—sworn.

Ice Cream Trade Journal, mo., 150 Nassau St. Average for 1906, 2,100 copies.

Jewish Morning Journal. Average for 1906, 57,695. Only Jewish morning daily.

Music Trade Review, music trade and art weekly. Average for 1906, 5,841.



Printers' Ink, a journal for advertisers, published every Wednesday. Established 1883. Actual weekly average for 1906, 11,708.

The People's Home Journal, 554,916 mo. Good Literature, 452,500 monthly, average circulations for 1906—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept., 1906, 6,481; September, 1906, issue, 6,998.

Theatre Magazine, monthly. Drama and music. Actual average for 1906, 60,000.

The World. Actual aver. for 1905, Morn., 205,490. Evening, 271,706. Sunday, 411,074.

Rochester, Case and Comment, mo., Law. Av. for year 1905, 20,000. Guaranteed 20,000.

Schenectady, Gazette, daily. A. N. Liechty. Actual average for 1905, 18,058; 1906, 15,309.

Syracuse, Post-Standard. Dy. cir. last 3 mos. 20,380 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

Utica, National Electrical Contractor, mo. Average for 1906, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1906, 14,848.

NORTH CAROLINA.

Concord, Twice a Week Times. Actual average for 1906, 2,455; 1905, 2,262.

Raleigh, Biblical Recorder, weekly. Av. 1905, 8,572. Av. 1904, 9,756. Av. for 1905, 10,306.

Raleigh, News and Observer, N. C.'s greatest daily. Sworn average 1905, 10,302, more than double that of any other Raleigh daily, 40% greater than that of any other daily in the State.

Raleigh, Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1906, 6,551; weekly, 8,200.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

NORTH DAKOTA.

Grand Forks, Herald. Cir'n Aug. 1906, 8,019. North Dakota's Biggest Daily. LaCoste & Maxwell, 140 Nassau St., N. Y. Representatives.

Grand Forks, Normanden. Av. yr. '05, 7,201. Aver. for Jan., Feb., Mar. and Apr., 1906, 7,795.

OHIO.

Ashtabula, American Sanomat. Finnish. Actual average for 1905, 10,766.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1905, 77,899 (fr); Sunday, 74,960 (fr); Dec., 1906, 69,945 daily; Sun., 87,561.

Coshocton, Age, Daily ar. 1st 6 mos. '06, 2,101; in city 10,000; factory pay-rolls \$100,000 monthly.

Dayton, Laborers' Journal, mo. Circulates generally in U. S. and Canada; bc. agate line, flat rate. Av. for 1906, 12,816 copies. Sole exclusively Union Laborers' paper published.

Dayton, Religious Telescope, weekly. 30c. agate line. Average circulation 1905, 20,096.

Springfield, Farm and Fireside, over 1/2 century leading Nat. agricult'l paper. Cir. 415,000.

Springfield, Woman's Home Companion. June, 1906, circulation, 555,000; 115,000 above guarantee. Executive offices, N. Y. City.

Youngstown, Vindicator. Dy ar. '06, 12,740; Sy. 10,178; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Times-Recorder. Ar. '05, 10,564. Guaranteed. Leads all others combined by 50%.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1905 aver. 11,161; Nov., 1906, 16,287. E. Katz, Agent, N. Y.

OREGON.

Portland, Evening Telegram. Largest exclusive circulation of any newspaper in Oregon.

Portland, Pacific Northwest, mo. 1905 average 12,588. Leading farm paper in State.

PENNSYLVANIA.

Erie, Times, daily. Aver. for 1905, 17,110. Dec., 1906, 17,654. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn ar., 1905 average 570. Largest paid circulat'n in EPb g, or no pay.

“In
Philadelphia
nearly
everybody
reads
The Bulletin.”

NET PAID AVERAGE FOR DECEMBER,

226,988 copies a day

THE BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Philadelphia, Confectioners' Journal, mo. Av. 1905, 5,470; 1906, 5,514 (COP).

Philadelphia, Fario Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 565,266. Printers' Ink awarded the seventh Sugar Bowl to Fario Journal for the reason that "that paper, among all those published in the United States,"

"has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns." "Unlike any other paper."

Philadelphia, German Daily Gazette. Aver. circulation, 1905, daily 51,508; Sunday, 44,466, sworn statement. Circulation books open.

Philadelphia, The Merchants' Guide, published weekly. "The paper that gets results."

Philadelphia, The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday Press, 137,893.

Philadelphia, West Phila. Bulletin, weekly. Circulation 5,000. James L. Waidin, publisher.

Pittsburg, The United Presbyterian. Weekly circulation 1905, 21,560.





West Chester. Local News, daily. W. H. Hodgson. Average for 1906, 15,297. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news. Hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamport. Brit. America's Greatest Family Newspaper. Average 1906, 229,180. Smith & Thompson, Repts., New York and Chicago.

York. Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation for 1906, 17,113 (sworn).

Providence. Daily Journal, 17,623 (©). Sunday, 20,555 (©). Evening Bulletin 27,723 average 1906. Providence Journal Co. pub.

Providence. Real Estate Register; finance, bld'g, etc.: 2,522; sub's pay 24% of total city tax.

Westerly. Sun. Geo. H. Utter, pub. Aver. 1906, 4,627. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1906, 4,474. December, 1906, 4,755.

Columbia. State. Actual average for 1906, daily 11,327 copies; semi-weekly, 2,625; Sunday, 1906, 12,228. Actual average first eight months 1906 daily 11,005 (©); Sunday 11,978 (©).

TENNESSEE.

Knoxville. Journal and Tribune. Daily average year ending December 31, 1906, 15,692. Daily aver. last 3 months 1906, 15,247.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. Carries more advertising in six days than any other Tennessee newspaper in seven. Write us.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1906, daily 24,927; Sunday 28,256; weekly, 40,655. Smith & Thompson, Representatives, N. Y. & Chicago.

Memphis. Times, Sunday. Circulation year ending December, 1906, 2,940.

Nashville. Banner, daily. Aver. for year 1905, 8,772; for 1904, 20,706; for 1906, 20,227.

TEXAS.

Beaumont. Texas, Enterprise. Average 1906, 5,487; present output over 10,000 guaranteed.

El Paso. Herald. Av. Dec. '06, 6,555; Merchants' canvases showed HERALD in 80% of El Paso homes. J. P. Smart, act., N. Y.

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1906, 2,527; 1906, 4,112.

Burlington. Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Association of American Advertisers.

Montpelier. Argus. Actual daily average 1906, 2,342.

Rutland. Herald. Average 1904, 2,527. Average 1905, 4,356.

St. Albans. Messenger, daily. Actual average for 1906, 2,051. Jan. 1, 1906 to Sept. 1906, 2,518.

VIRGINIA.

Danville. The Bee. Av. 1906, 2,547. December, 1906, 2,479. Largest circ'n. Only circ'l paper.

Richmond. News Leader. Sworn dy. av. 1906 28,117. Largest in Virginia and Carolinas.

Winchester. Evg. Star covers the richest section of the Shenandoah Valley. Av. circ. 2,155.

WASHINGTON.

Seattle. Post-Intelligencer (©). Average for Dec. 1906, net—Sunday, 28,155; Daily, 29,444; week day, 27,776. Only m'g paper in Seattle; only guaranteed Gold Mark circulation in Washington. FULL PAID, of superior value and greatest BUYING POWER.

Tacoma. Ledger. Average first six months 1906, daily, 15,873; Sunday 21,111; w'y. 9,642.

Tacoma. News. Average first four months 1906, 16,212; Saturday, 17,627.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1906, 2,442.

Renovo. W. Va. News, w'y. Wm. B. Blake & Son, pub. Average 1906, 2,926.

WISCONSIN.

Janesville. Gazette, d'y and s-w'y. Circ'n—average 1906, daily 2,511; semi-weekly 2,653.

Madison. State Journal, dy. Circulation average 1906, 2,482. Only afternoon paper.

Milwaukee. Evening Wisconsin, d'y. Av. 1906, 26,648; average 1906, 28,420 (©).

Milwaukee. The Journal, ev'g. Average 1906, 44,505; Dec., 1906, 46,157. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

Oshkosh. Northwestern, daily. Average for 1906, 2,099.



THE WISCONSIN AGRICULTURIST

Racine. Wis., Est. 1877, w'y. Actual average for 1906, 41,745; average for 1906, 48,449. Larger circulation in Wisconsin than any other paper. Adv. \$5.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

Sheboygan. Daily Journal. Average 1906 1,610. Only paper with telegraphic service.

WYOMING.

Cheyenne. Tribune. Actual daily average net for 1906, 5,126; semi-weekly, 2,498.

BRITISH COLUMBIA.

Vancouver. Province, daily. Average for 1906, 10,181; Dec., 1906, 11,402. H. DeClerque, U. S. Rep., Chicago and New York.

Victoria. Colonist, daily. Colonist P. & P. Co. Aver. for 1904, 4,556 (2); for 1905, 4,508. U. S. Rep., H. C. Fisher, New York.

MANITOBA CAN.

Winnipeg. Free Press, daily and weekly. Average for 1906, daily, 24,559; daily Dec., 1906, 26,826; w'y. av. for mo. of Dec., 21,500.

Winnipeg. Telegram. Daily aver. December, 21,727. Weekly average, 18,500. Flat rate.

Winnipeg. Der Nordwesten, Canada's Representative German Newspaper. Visits every German home in Western Canada once a week. Aver. for the year end. Dec. 1906, 16,177; aver. last three months, 16,507. Rates 50c. per inch.

NOVA SCOTIA, CAN.

Halifax. Herald (©) and Evening Mail. Circulation, 1905, 15,558. Flat rate.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1906, 4,240.

Toronto. The News. Sworn average daily circulation for six months ending Jan. 2, 1907, 38,402. Advertising rate 50c. per inch. Flat.

QUEBEC, CAN.

Montreal. La Presse. La Presse Pub. Co Ltd., publishers. Actual average 1906, daily 26,771; 1906, 100,047; weekly, 49,992.

Montreal. Star, dy & w'y. Graham & Co. Av. for 1906, dy. 26,792, w'y. 125,240. Av. for 1905, dy. 28,125; w'y. 126,207.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aver. 1905, Daily \$8,590 (◎◎). Sunday 48,751. Wg., '04, 107,935.

AUGUSTA CHRONICLE (◎◎). Only morning paper; 1905 average 6,045.

ILLINOIS.

GRAIN DEALERS' JOURNAL (◎◎). Chicago, prints more circ'd ads than all others in its line.

THE INLAND PRINTER, Chicago, (◎◎). Actual average circulation for 1905, 15,806.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER & JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANS-SCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎), Boston, is quoted at home and abroad as the standard American textile journal.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

NEW YORK TIMES (◎◎). Largest high-class circulation. Daily city sales over 100,000.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (◎◎). A technical journal of character and standing.—Times, N. Y.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) holds first place in feminine interest and leading place in the advertising field.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 30,791 (◎◎.)

D. T. MALLETT, Pub., 253 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers. Average weekly circulation first six months of 1905 was 15,855.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

CARRIAGE MONTHLY (◎◎), Phila. Technical journal; 40 years; leading vehicle magazine.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Mark—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, 100,548; The Sunday Press, 137,563.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the **EVENING MAIL.** Circulation 15,558, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which it Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

THE Denver POST, Sunday edition, January 27, 1907, contained 636 different classified ads, a total of 112 columns. The POST is the Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is 6c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD; old established family newspaper; covers field 80,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE Champaign NEWS is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 126,920 more than all the other Indianapolis papers had.

912 1/3 COLUMNS—232,635 LINES—of Want advertising GAINED by the INDIANAPOLIS STAR during the last six and a half months. A record breaker in Newspaperdom. Possible because the STAR exceeds any paper in Indiana by over 13,000 circulation, and is read by more than 400,000 people daily. Rates, 6c. per line.

TERRE HAUTE TRIBUNE. Goes into 82 per cent of the homes of Terre Haute.

INDIAN TERRITORY.

ARDMOREITE, Ardmore, Ind. Terr. Sworn circulation second in State. Popular rates.

IOWA.

THE Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

KANSAS.

APPEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

THE Topeka CAPITAL during past ten months printed 72,395 paid "Wants," 10,637 more than all other Topeka daily papers combined; 5c. line. Only Sunday paper. Largest circulation.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

30 WORDS, 5 days, for 25 cents.
DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000. Try this paper.



THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 444,787 paid "want" ads. There was a gain of 17,530 over the year 1905, and was \$31,560 more than any other Boston paper carried for the year 1906.



MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in December, 119,406 lines. Individual advertisements, 17,572.

CIRCULATION THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 50 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.



MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1906), 10,778; Sunday, 14,007.

NEBRASKA.

LINCOLN JOURNAL and NEWS. Daily average 1906, 27,092, guaranteed. Cent a word.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want Ad Medium of New Jersey.

NEWARK, N. J., FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

ALBANY EVENING JOURNAL. Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS. Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

NEWBURGH DAILY NEWS, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums. mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

WATERTOWN DAILY STANDARD. Guaranteed daily average 1906, 7,000. Cent a word.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 16,287. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

SOUTH CAROLINA.

THE NEWS AND COURIER (C.C.), Charleston, S. C. Great Southern Want ad medium; 1c. a word; minimum rate 25c.



THE Columbia STATE (C.C.) carries more Want ads than any other South Carolina newspaper.

CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the Want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,323. Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

"CLOSE TO THE HEARTS OF THE PEOPLE."

61 Ann St.
NEW YORK, Jan. 29, 1907.

Editor of **PRINTERS' INK**:

Your classified columns are exceptionally good and bring a lot of answers—some from foreign countries. That is the kind of advertising that we find is paying. Yours truly,

STANDARD ENGRAVING CO.

THE IDEAL HOUSE ORGAN.

The House Organ, or Trade Bulletin, which has come to be a strong factor in advertising, should be made more of in this district. The House Organ is a regular publication, either monthly, bi-monthly, or issued at other stated periods. The House Organ should be prepared especially for the retailer. It should keep him posted on the goods which the jobber is to put in the retailer's stores. It should instruct the retailer in the best methods of displaying and selling the goods of the house. The House Organ should prepare the retail merchant for the visit of the salesman or other agent of the house. The House Organ might be made so specific and so enlightening in regard to the wholesale merchant's supply that direct orders would result month by month. The value of the House Organ is appreciated by the retailer. We might say right here that many House Organs are far from being business-getters. And we do not have to go far to find an explanation for this.

Many of these organs are compiled from the comic papers and the joke columns of the dailies. Now, while a salesman may get on the good side of a buyer by cracking a joke, it is a far different thing to depend upon a joke when put in cold type to bring orders into the house. It must be remembered that advertising is done for the purpose of making business.—*George J. Bailey, Cleveland, O.*

ALL SQUARE NOW.

Dr. Wiley, head sleuth of the adulteration chasers, says that about 98 per cent of the persons affected by the Pure Food Law are honest. Many persons who were putting impure food on the tables of the public before this legislation was enacted have hastened to make a change in their methods. They welcomed the law.

Who, then, were the wretches who year after year headed off legislation and compelled us to load our systems with poisons and to unload our pockets by the payment of good money for bad food? We are sincerely pleased to know that these mysterious sinners have seen the error of their way and that the wicked 2 per cent have now joined the 98 per cent of just men who need no repentance.—*New York Sun.*

JOHN WANAMAKER says: "If there is one enterprise on earth that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins it that he must spend money—lots of it. Somebody must tell him, also, that he cannot hope to reap results commensurate with his expenditure early in the game. Advertising doesn't jerk: it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year until it exerts an irresistible power."—*American Telephone Journal.*

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure. 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 Beekman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, February 6, 1907.

SAY—whether much or little in your advertisements—only what you can live up to.

AN ounce of experience is worth a ton of theory. Don't abandon hastily the bridges that have carried you safely over.

MAKE a mistake in an advertisement, that everybody can correct, and you will get a clew to its power of attracting attention.

A REALLY new, and helpful, idea is sometimes of inestimable value. If you can put it in your business, or in your advertisements, you will be sure of fortunate results.

PUTTING the price in the window, if it is really a record-breaking price, makes the goods talk effectively. It is often done, of course, but it is too often omitted.

IT is not desirable to warn the public against your unprincipled rivals. Why let it be known that you have rivals? Remember what the Talmud says: "Do not follow that advice which, if followed, will profit him who gave it."

A CHRISTMAS souvenir of the Manitoba *Free Press* is a reproduction of an Indian pipe in terra cotta, accompanied by a book entitled "The Pipe of Peace" which gives much interesting information about the red man's pipes and Indian legends as well as the red stone from the famous Pipe-stone Quarry—catlinite, as it is termed, from which most Indian pipes were carved. The *Free Press's* souvenir was made in England, copied from an ancient Indian pipe, and the shape, dimensions and decorations have been faithfully carried out. This Winnipeg daily has now sent out six annual souvenirs of the Canadian Northwest, beginning with a bag of Manitoba Wheat in 1901, and taking in such oddities as Reindeer Pemican, a Gopher's Tail for luck, a quill pen made from a Canada Wild Goose feather and a Flint and Steel such as were used by the settlers in early days. These little souvenirs are now anticipated by the advertising public and not the least interesting part of them is the information compiled to go with them.

A Good One.

There seems to be nothing half-way or tentative about the new trade monthly called *Technical Literature*. This paper, published at 220 Broadway by Harwood Frost, is a digest of engineering and other technical publications, both American and foreign, and is also to publish some original matter. The first issue of sixty-four pages is crammed with well selected stuff, and care has been taken not only to get what is vital, but also what is obscure—fine technical information in the bodies of corporation reports, speeches, lectures, etc., often escapes the regular technical press. The back pages are given up to a review of important articles in technical journals, to a compilation of technical books, and to a list of technical publications. The Little Schoolmaster has only one criticism—PRINTERS' INK has, in the haste of going to press with the new paper, been omitted from the last-named list.

**The Part
of Wisdom.**

The *Journalist*, edited by Allan Forman, which was originally a weekly, and not long ago was transformed into a monthly, has been purchased by the *Editor and Publisher*, and will be incorporated with that paper.

**Bruce Sells
Out.**

John Bruce, senior partner in the Bruce & Banning agency, New York, has disposed of his interest and joined Tucker & Vinton, a firm of contractors, as salesman. The agency is to be known as the Banning Company hereafter, and is now a partnership of four men—Kendall Banning, formerly with *System*; E. C. Villaverde, lately advertising manager for the *Scientific American* and *American Homes and Gardens*; W. H. Denney, the agency office manager, and Walter Mueller, head of the editorial department. The Banning Company specializes largely in advertising for contractors, engineers, machinery houses, etc., but also has some general accounts. One of the latter, recently acquired, is that of Maxwell automobiles.

JOSHUA STEVENS, inventor of the Stevens rifle and a lifelong manufacturer, died January 21 at his home in Meriden, Conn., of old age. He was 92 years old. He worked for years in his early life with John Brown, and made the pistols used in the Harper's Ferry raid. In his later years his factory was transformed into an automobile plant, and he became at the age of 91 an automobile enthusiast.

**Cincinnati
Admen Dine.**

Cincinnati's Advertisers' Club had about seventy-five members at its annual dinner, January 16, in the Grand Hotel, that city. Election of officers was postponed. Among the speakers were C. M. Steele, National Cash Register Company; Ren Mulford, Jr., Blaine-Thompson agency; W. B. Johnston, Queen & Crescent Railroad; Francis B. James, Cincinnati College of Finance, Commerce and Accounting; R. T. Stanton, western representative of the *Century*; Judge Ferdinand Jelke and T. W. LaQuatte, of the *Red Book*.

**Postal
Report.**

The Government Postal Commission, after several months inquiry into conditions surrounding second-class mail, has finally submitted its report to Congress, with suggestions for changes. In substance this report is as follows:

Printed matter is divided in two classes, that in bulk and that sent in single pieces. The present rate will apply to bulk publications in packages of not less than ten pounds. For single publications a sliding rate of about one-eighth cent per ounce is to be charged. Payment of rates to railroads is to be cut \$3,000,000 a year. Publications admitted as second-class matter must possess value as current information, fiction magazines being eliminated. Advertisements must be limited to fifty per cent, a rule that would probably cause increase in size of many magazines. All sections of a publication must be of the same size, form and weight of paper, advertising supplements being prohibited. Sample copies are to be cut to ten per cent of the subscription list. Publishers must file with postmaster a sworn statement of copies mailed of each issue. Blanks, bills, etc., must not be mailed with a periodical. Publications not conducted for profit are to be admitted. Premiums, rebates, etc., in money or merchandise, are prohibited, full subscription price being charged, but clubbing rates can be printed and maintained. The bill provides for a commission that will exercise over the press almost as great powers as the Interstate Commerce Commission over railroads. This commission will be made up of a publisher, with two other commissioners, and each member receives \$6,000 a year.

THE Circulation Club of New York, made up of New York circulation men from both newspapers and magazines, had its annual dinner January 22. The officers of this club are: John Condon, *World*, president; Edward J. Berry, *Herald*, vice-president; Joseph M. Scott, *World*, secretary; Frank O'Raw, *Tribune*, treasurer; Jesse S. Barker, *World*, sergeant-at-arms. Entertainment Committee—Edward J. Berry, *Herald*; Charles Shevlin, *American*; Michael J. Maloney, *Morning Telegraph*; John A. Fenton, *Press*; John F. Kelly, *Racing*.

EARNEST EDWARDS has resumed the real estate account of Charles Hallock & Company.

THE San Francisco *Argonaut* has been purchased by Alfred Holman, one of its first editors, and is now back in San Francisco after nine months' exile in San Jose. The price paid is said to be \$40,000.

JOHN M. BUCKLEY, editor of the *Tobacco World*, Philadelphia, died in that city January 27, of pneumonia. He began his journalistic career on the Philadelphia *Inquirer* ten years ago, and lived at Mount Holly, N. J. His uncle, Dr. James M. Buckley, is editor of the *Christian Advocate*.

THE Bentz American Advertising Agency, New York, headed by Walter J. Travis, the golf champion, has made an assignment. E. N. Blue was its vice-president. This concern was established ten years ago by Harry Bentz and Mr. Travis. The former withdrew not long ago, taking most of the accounts. In November the agency claimed \$26,000 assets, of which \$17,700 was outstanding, and acknowledged liabilities of \$12,600.

FROM a 14-line land advertisement inserted four times in the *Iowa Homestead*, of Des Moines, beginning in October, A. J. Waldock & Co., of Oklahoma City, Okla., received over two thousand replies, in addition to numerous responses in person, by western farmers. One morning, on going to his office, Mr. Waldock found seven men from Iowa, all *Homestead* readers, waiting to be shown the lands advertised. The paper carries a large volume of land advertising, in addition to numerous classified advertisements of like character. It makes a rate of five cents a word on classified advertising, which is admitted without additional charge to the other Pierce weeklies, the *Farmer and Stockman* of Kansas City and the *Wisconsin Farmer* of Madison.

RALPH F. BRIGGS has become western advertising manager of *Suburban Life*, Boston, with offices in the Marquette Building, Chicago.

A Mining Swindle.

Frank S. Colton, an investor, who bought \$41,115 worth of stock in the Bullfrog Rush Mining Company, one of the properties promoted by the L. M. Sullivan Trust Co., of Goldfield, Nev., has brought suit in New York to recover his money. Says the New York *Sun*:

The Bullfrog Rush Mining Company was organized a year or so ago under the laws of Arizona, with a capital stock of \$1,500,000, in \$1 shares. The Sullivan Trust Company undertook to promote it. On the strength of advertisement and circulars Colton bought 2,000 shares, for which he paid \$800. Then he bought 700 more, which cost him \$315. His name being on the company's books to the tune of 2,700 shares, Colton sat back awaiting results, but he was startled out of his inactivity on May 1 last when he received the following telegram, addressed from Goldfield to his office in Pittsburg:

"Just returned from personal inspection of Rush properties. Fifteen feet of \$30 ore opened on Rush vein, which has widened out to 300 feet, and all will mill. Eleven hundred and sixty feet of tunnel work done to date in ore. Over 900 feet of Denver vein opened up and explored on this property. Considering fact that development work was commenced only ten weeks ago, showing is most phenomenal of any mine in Nevada. No such enormous body of ore opened up in the Montgomery-Shoshone at same stage of development.

"Rush bids fair to become greatest mine in State. Jack Campbell, our mining engineer, on the ground, and almost every miner on Bonanza Mountain buying this stock. Intrinsic value at this time not less than par. Full details by letter. - L. M. SULLIVAN."

Colton bought 100,000 shares more, for which he paid a modest \$40,000. Then he waited for the dividends but none came.

Instead, when in October he began to send along inquiries to Goldfield he learned that the L. M. Sullivan Trust Company regretted to inform its many friends and clients that Bullfrog Rush had not yet developed as successfully as was expected. By December 15 he found that a receiver had been appointed for the Bullfrog Rush Mining Company, and said receiver has so far been unable to discover enough assets to warrant a dividend to the stockholders. Colton speaks in an unfeeling way about the offer of the L. M. Sullivan Trust Company to refund the investments of their Bullfrog clients by giving them stocks in other mining companies.

TWO AND A HALF inch space daily is being contracted for by the Brunswick Steamship Co., which runs between New York, Brunswick, Ga., and Havana. Yearly contracts are being handled for this company by the Beers Advertising Agency, Bank of Nova Scotia Building, Havana.

WESLEY A. STANGER, for a number of years active in Chicago newspaper work, has joined the concern publishing *Office Appliances*, that city, and will be its associate editor. Until recently he was managing editor of the *General Merchants Review*. *Office Appliances* is published by George H. Patterson and Edward C. Thurnau.

REV. HENRY MARTYN FIELD, a well-known clergyman and author, and for forty-four years editor of the *Evangelist*, New York, died at his home in Stockbridge, Mass., January 26, aged eighty-four. For many years he was sole proprietor of that journal.

At the annual meeting of the Book-keeper Publishing Co., Ltd., Detroit, Mich., held on January 21st, the name of the company was changed to the Business Man's Publishing Co., Ltd. The company is now publishing two magazines, the *Business Man's Magazine* and the *Book-keeper and Home Study*.

AN interesting booklet is sent out by Mr. H. W. Allen, advertising man for the Rutland, Vermont, *Herald*. The booklet contains a short sketch of Rutland and gives some of the most important industries located there. The city is the shipping center for the famous Vermont marble and the largest quarries in the world are situated near by. It is also the trading center for towns within a radius of 40 miles. The booklet contains a number of letters from local merchants regarding the *Herald*, which is a necessary medium for advertisers who wish to cover the central and southern parts of Vermont.

SPECIAL EASTER NUMBER
APRIL 1907 PRICE 15 CENTS

METROPOLITAN MAGAZINE



THE METROPOLITAN MAGAZINE CO
33.67 WEST 29th STREET NEW YORK

The March issue of THE METROPOLITAN MAGAZINE—a Special Motor Boat Number—was a revelation in the matter of Motor Boat Advertising. It carried a big form full of attractive ads of the most prominent makers of Motor Boats and Motor Boat accessories.

THE Lord School of Practical Advertising, located at 111 German Savings Bank Building, New York, has divided its complete course into five parts, and will accept students in any one of the five. The courses are classified as follows: Practical Advertising, General Advertising, Mail-Order Advertising, Soliciting Retail Advertising, and Retail Advertising.

AN unusual feature of the *Morning Star*, of Rockford, Ill., on January 22, was a full page advertisement for a religious revival held at the Court Street Methodist Church, that city. Considerable advertising for revival purposes has been done in Rockford, but this beats space records. The copy was not elaborate. It consisted of the statement that salvation is free, and invited the public to come to church that night and hear about it.

Unpleasant But Salutory. Mr. A. L. Sutton, chief of Division of Exploitation of the Jamestown Exposition, which opens April 26th, finds the ruling of the Interstate Commerce Commission, that forbids the swapping of newspaper space for railroad transportation, is likely to work injury to that deserving and commendable enterprise. In a communication addressed to newspaper men, urging them to bring pressure to bear upon Congressmen to bring about a reversal of the ruling, Mr. Sutton says:

Since the adverse ruling of the Interstate Commerce Commission, the sentiment among newspaper men has been that the ruling was unjust, and that it infringed upon the right of contract. Since this department has taken up the matter, I have received letters from almost every Press and Publishers' Association in the United States, and, without exception, I find that newspaper men desire a restoration of the old arrangement, and this desire is based upon the best possible reasons.

Being a practical newspaper man myself, I can appreciate how the editor at his desk feels in regard to the Interstate Commerce Commission's ruling, and in my position as Chief of Exploitation—being in touch with the entire press of the country—I believe I have a better understanding of the drift of sentiment than most people interested in this matter. Of course, my immediate and special interest in making this effort to restore old conditions, is the fact that I see what effect the new ruling is having upon the Jamestown Exposition, and will have upon all expositions held in future. Great expositions are international and world institutions more than they are private or local enterprises, and as all intelligent people acknowledge the effect for good, educationally and industrially, that expositions have had, it seems to me to be of vital interest to the people in general that the inhibition against the manner of a railroad making payment for advertising contracts be removed.

Expositions are dependent for their success upon the generosity and services of newspapers for exploitation. It is the newspaper that tells the people what expositions are to be, and through the medium of their news columns people are induced to visit them. If the people visit the expositions, they must be brought by the railroads. The newspaper man has space to sell; the railroad has transportation to sell. The newspaper man wants transportation; the railroad wants advertising. If the railroad is willing to trade its transportation for newspaper space, and the newspaper is willing to trade its space for transportation, it would seem only just that they be permitted to write their contract without the interference of a law which appears to well-in-

formed men to be an infringement of the right of contract, which is one of the fundamental principles of liberty and law.

This department is not taking the attitude of sitting as a High Court upon this question, but simply stating the case as it appears to me after careful consideration. I have been in touch—as above stated—with various Press Associations, and recently a special committee of the National Editorial Association visited the exposition, and after a conference with this department, it was found that their views coincided with mine, and it was decided to use every possible effort to restore old conditions. I believe I can say—and there are some reasons why my judgment may be considered competent—that, unless this law be amended, or a favorable ruling secured, that expositions, to be held in the United States in future, will, instead of being great national and international institutions, have their spheres of influence circumscribed to such an extent as might be considered merely local, for, without the help of the Press, no exposition can be made a success. This law also threatens the life of every Press and Publishers' Association, for obvious reasons, and viewed from any possible side, it seems to be detrimental to the Press directly, and indirectly to the country in general.

The Legal Department of the Monon Railroad has made a test case in Chicago, Ill., and the Supreme Court of the United States is to be asked to pass upon the question whether a railroad company can issue transportation in exchange for advertising in newspapers. The Monon takes the view of the case as held by the newspapers, and the company's attorneys urge that the ruling of the Interstate Commerce Commission denies the freedom of contract to a particular class. The rule, as universally stated and upheld by the courts is: "What the parties agreed shall constitute the payment, the law will adjudge to be payment. It is competent for parties to designate by their contracts how and in what payment may be made. It is by no means true that payment can be only made in money; on the contrary, it may be made in property or in services."

"The inhibition," they added, against charging a "greater or less or different compensation," relates alone to a difference in the "established rate," and not to the manner of making payment.

PRINTERS' INK is of the opinion that if the decision complained of is allowed to stand it will greatly tend to elevate and sustain the self-respect of newspaper men, will add to the net income of the more deserving publications, save a whole lot of money to the railroads, and lead to a more impartial treatment by the press, of questions concerning transportation, than would ever come about under old conditions.

THE Classified Advertiser is a neat little monthly issued as a business-getter by the liner department of the *Review of Reviews*. It reproduces each month's classified pages from that magazine and deals with methods of using space, writing copy, etc.

FRANK GRICE, for many years editor and publisher of the San Antonio, Texas, *Express*, died on January 20, age 59 years. The *Express* ranks as one of the South's leading papers, and the growth of the enterprise has been chiefly due to the journalistic and business ability of Mr. Grice.



The detailed report of copies printed by the Washington *Star* during 1906 shows a daily average issue of 35,577, and a Sunday average issue of 32,318 copies. The comparative figures of advertising in the Washington dailies during 1906, as given by the *Star*, are as follows:

	Total Columns	Average per day	Paid Classified
Star ..	30,003.64	82.20	9,740.47
Post ..	21,016.66	57.57	4,344.03
Times ..	17,819.02	48.82	4,766.76

THE brief on second-class postal rates, delivered by Robert J. Collier before the Postal Commission at Washington, has been printed in pamphlet form for distribution on behalf of the Periodical Publishers' Association of America. Mr. Collier submitted several questions to prominent magazine publishers. One of them was: "Would you be willing, if the present postal rate is maintained, to file each year a sworn statement of circulation, paid, free, sample copies, exchange, etc., with the Postoffice Department?" To this query he got fifteen replies in the affirmative and three in the negative. The publishers who replied were:

Ladies World, *Suburban Life*, Judge Company, Harper & Brothers, *Christian Endeavor World*, Ridgway Company, Doubleday, Page & Company, *Housekeeper*, *Etude*, *Pearson's*, *System*, *Review of Reviews*, Religious Press Association, D. Appleton & Company, *Success*, *Little Folks*, Funk & Wagnalls Company, *Burlington Magazine*.

Your story sounds so good to you that you would read it with enthusiasm in the form of a stone proof on the cheapest kind of newspaper.

Other people don't like it that way.

It is your news, and not theirs.

From your natural attitude of deep, personal interest you cannot reach out and attract attention—you must place yourself in the other man's thoroughly careless and uninterested position.

This is a mighty important thing to take into consideration in the preparation of your printed matter.

It must be so clever and so strong as to compel attention and respect from the most indifferent.

For this reason the most careful attention must be given to every branch and detail of the production of a piece of printed matter, no matter whether it be a little mailing folder or sumptuous catalogue—it must always be borne in mind that there is a stiff wall of indifference to be broken down.

* * *

We are naturally able to look at a printing proposition from the standpoint of those to whom it is to appeal. This is a point of view which differs from yours and differs almost as widely from that of the ordinary printer.

We should like to have an opportunity to tell you just what course a printing order takes in this establishment and what is done at every stage of the work to make its success a certainty.

Wouldn't this interest you?

THE ETHRIDGE COMPANY,
Hartford Building,
No. 41 Union Square,
Telephones 4847-8 Stuyvesant,
New York City.

THE Albert Frank Company is sending out 5,000 line orders for the Great Northern Railway & Steamship Company.

A STATEMENT of advertising carried in 1906 by *Farm and Home*, Springfield, Mass., shows that this journal led two other agricultural journals that, with *Farm and Home*, are said to constitute the "Big Trio" in the monthly and semi-monthly field. *Farm and Home* (Springfield, Mass., semi-monthly) carried 174,763 lines during the year, an average of 14,564 monthly. The *Farm Journal* (Philadelphia, monthly) carried 105,645 lines, or 8,804 monthly. *Farm and Fireside* (Springfield, Ohio, semi-monthly) carried 91,641 lines, or 7,637 monthly. Mr. Atkinson, in Philadelphia, issuing half as many copies as his esteemed contemporaries, seems to have nothing to complain about.

How About The Furniture Journal, of Chicago, cago, devotes

considerable space in a recent issue to assertions that there is not now so much furniture advertising in the large general magazines as there used to be. A pretty melancholy mortality bill is made out:

The trade knows of the melancholy fate which overcame Fred Macey, who did some mighty good advertising, but who died a bankrupt. A long line of furniture mail-order houses followed in Mr. Macey's wake, but the only present imitators are the Bishop Furniture Co. and the Furniture Manufacturing Co. of Grand Rapids, which are much the same thing, and the Grace Furniture Co. Mr. Bishop is doing much less advertising than he did and the Grace Furniture Co., while still in some of the magazines, has to be hunted for long and earnestly, so limited is the amount of advertising which this company is placing, and its ads are only to be found in some of the cheaper mediums. The Globe-Wernicke Co. is still the largest user of space in the magazines, but the policy of this company is so well understood, it protects the retailer so thoroughly, has so large a plant and does so extensive a business that there has never been a suspicion attached to this advertising. The company seems to have done the best advertising done by any maker of furniture—and it should be remembered that it was the pioneer in the advertising of a specialty. The Gunn Co.,

Lundstrom, and some others are still in the field. Of course, Ostermoor, who was among the first of the manufacturers to use advertising space freely, and who has since been compelled to modify his plan of selling direct to the consumer, by using the retailer to distribute goods, still occupies full page spaces in the majority of the magazines, but he is no longer in preferred space. He has succeeded in establishing the felt mattress and selling the product of his factory at high prices although the fact that every other bedding manufacturer of the country now makes a better article and sells it at less money must have made inroads even upon the business of Ostermoor. The Hastings Table Co. and the Tyden Lock have dropped out of the magazines, the Grand Rapids Furniture Manufacturers' Association no longer indulge in trademark advertising although the Berkeley & Gay Furniture Co. have been trying it out during the past year with its own trademark helped by a pretty generous amount of advertising in most of the periodicals. Oscar Onken and his Shop of the Crafters has come down from half page space to quarter pages and is not found in as many magazines as in previous years. Of course, one of the explanations of why the manufacturers are less in evidence may be that they have had so much business that they do not find the necessity for large expenditures. The C. F. Streit Manufacturing Co. is still using quarter page spaces for the advertising of its specialties and the Heywood-Wakefield Co. has been a pretty generous user of space in a number of periodicals. Of course, the retail establishments like the Tobey Furniture Co. and the Robert Mitchell Furniture Co. are still advertisers in the magazines. S. Karpen & Bro., who for a time were the largest advertisers of furniture, have considerably reduced their space, although they are still using a few of the highest priced mediums. They have been resorting lately to other methods which seem to have proven quite as efficacious. Since G. P. McDougall & Son discovered that money for advertising could be spent faster than it could be gotten in from the sale of goods they have of course been out of the magazines. The Hoosier Mfg. Co. and the Elwell Kitchen Cabinet Co. are still using mediums like the *Ladies' Home Journal* and the *Delineator* but the experience of these manufacturers is not conclusive that the investment pays.

There may be some truth in these assertions. Then, again, there may not. Half the firms mentioned have been advertising in general magazines for years. If they have discovered that it does not pay the discovery must have come with a short, sharp shock, for most of them are on record as to the efficacy of general advertising. This page of the *Furniture Journal* reads a good deal like sour grapes.

F. W. DEVOE, New York, is asking rates direct on paint advertising.

THE New York Advertising League held its first dinner of the year on January 29, in the Aldine Association Rooms. The speakers were F. James Gibson, of the *New York Times*; Robert M. Winkley, manager of the Publicity Department of the Pope Manufacturing Company, and Chas. Snowden Redfield, advertising manager of Yale & Towne.

Winnipeg Business.

Daily newspapers all over the continent in recent years have enjoyed a period of unexampled prosperity, and PRINTERS' INK has from time to time chronicled some remarkable instances of growth in the newspaper field, but it is doubtful if any paper can show the same relative increase in material progress as that exhibited by the *Free Press* of Winnipeg.

Winnipeg, not so many years ago, was a small hamlet and the average citizen of the United States regarded western Canada as a frozen wilderness. To-day Winnipeg has a population of over 100,000. In the past four years it has constructed 9,888 buildings, aggregating in value according to the Municipal Building Inspector, \$42,835,925. Last year's building operations amounted to \$12,760,450, representing 3,508 structures. According to the official statement of the Government of the United States these figures exceeded the value of the building permits of any cities in the Union up to 300,000 in population during the same period. The bank clearings of this city have shown yearly increases during the past four years of \$100,000,000 annually, the figures for 1906 reaching \$504,585,914. The ratable assessment value of property in the past year jumped over \$20,000,000. The customs returns, the inland revenue receipts and the postal revenues have shown relatively the same heavy increases.

The prairies west of Winnipeg produced, in 1906, 201,020,148

bushels of grain and the cattle exported put \$4,000,000 into the pockets of the farmers. So great has become the per capita wealth of the people that the United States manufacturers are appreciating more and more its value as a market for their products.

The figures presented in the annual statement of copies printed of the *Free Press* for 1906 afford some idea of the great development which has taken place and tend to bear out the prophesy of J. J. Hill of the great future which lies before this section of the continent. According to the statement referred to, the daily edition of the *Free Press* reached an average of 34,559 for the year, an increase of 4,511 copies per day over the preceding year. The *Free Press* publishes a big weekly edition which printed an average of 23,650 copies during the year.

As users of white paper in Canada the paper now ranks, it is said, as the third largest newspaper customer of Canadian paper mills, its consumption of news print having jumped in a few years from 300 tons per annum to over 2,000 tons.

The *Free Press* was the first daily in Canada to introduce the flat rate of advertising, and it has for years adhered to this method of selling its advertising space. To-day no daily newspaper in the Dominion approaches it in the general volume of advertising printed, and few of the dailies of the United States, with Sunday editions, surpass it. In 1905 it printed 5,820,450 lines of display and 2,192,625 lines of classified, or a total of 8,013,075 lines of general advertising. In 1906 its advertising patronage showed a gain in excess of three-quarters of a million lines over the preceding year: 6,067,050 lines of display and 2,717,625 lines of classified or a total of 8,784,675 lines of general advertising have been carried. This great volume of advertising business is equal to an average patronage of over 93 columns per day, every issue for the year 1906 having carried on an average in excess of 28,000 lines.

N. W. AYER & SON are placing contracts for Dent's Tooth-Ache Gum.

THE J. H. Woodbury advertising is being renewed by Woodbury, Ltd.

THE Hand, Knox & Cone Co. have added the Salt Lake *Herald* to their list.

THE C. T. Reynolds Company are asking rates on paint advertising—direct.

RUDOLPH GUENTHER is placing contracts for the 20th Century Light Company.

THE Presbrey Agency is placing advertising for Henry Holt & Co., publishers.

THE Underwood Typewriter Co. is placing reading notices in large city dailies.

CALKINS & HOLDEN are placing 3,300 line contracts for the National Phonograph Co.

THE business of the Savage Arms Company is going out through Street & Finney.

THE North American Music Company is sending out orders through Rudolph Guenther.

O. W. RULAND, New York, is placing large copy for the Phenix Insurance Company, Brooklyn.

THE Arnold & Dyer Agency of Philadelphia is asking rates for Kirschbaum Clothing on 500 inches.

THE Geo. B. Van Cleve Company is placing 40 inches of advertising for Sea Foam Baking Powder.

THE M. B. Wilson agency, Flatiron Building, New York, has removed to Broadway, corner of 79th street.

G. H. HAULENBECK will place new contracts on March 1st for the Waltham Watch Company, Waltham, Mass.

ACME Washing Machines are being advertised in magazines by the Mumm-Romer Agency, Columbus, O.

THE J. Walter Thompson Co. N. Y., has secured the account of Geo. A. Kessler & Company for Moet & Chandon White Seal Champagne.

SENATOR W. ALDEN SMITH, just elected from Michigan, and formerly a Congressman, is a publisher, owning the *Herald*, of Grand Rapids, Mich.

THE Tobey Advertising Agency, Chicago, is placing 5,000 lines in Sunday papers of Cincinnati, Pittsburg and Kansas City, for Dr. D. D. Richardson's Sanitarium.

EARNEST EDWARDS, New York, will place shortly new orders for the Winchester Chemical Company in newspapers. This business hitherto has appeared only in magazines.

CHARLES T. COOK, president of Tiffany & Company, and for nearly forty years active in its management, died at his home in New York, aged seventy-one, January 26. He entered the employ of the house when twelve years old, and had been with it sixty years.

THE Greater Des Moines Committee, Inc., which has been searching for two months past for a secretary, has chosen Lucius E. Wilson, assistant secretary of the Detroit Board of Commerce. Mr. Wilson began his work in Des Moines the 1st of February.

THE Lyric Theater, New York, has recently obtained a good deal of notice in the press through its "escort service," a new wrinkle in theater management. Any lady attending the Lyric, coming by herself in the early hours of the evening, can have a uniformed escort to take her home by leaving word at the box office. The theater has five of these escorts, and they make a fine advertisement lined up in the lobby as patrons are coming in.

IN BEHALF OF THE BILL-BOARDS.

Although nearly every successful advertiser, particularly the national advertiser, recognizes the value of a reputable advertising agent's services for press announcements, how very few advertisers realize or know ought about the special services rendered by the outdoor publicity promoter.

The intrinsic value or strength of outdoor publicity is forcibly indicated by records showing that there is now in actual active existence over 2,695,836 lineal or running feet of billposting fences distributed in 2,726 towns and cities of the United States and Canada. As each of these billboards is built at least the regulation ten feet in height, it is an easy matter to compute the flat posting frontage of these boards as embracing a superficial area of over twenty-six million square feet of space in active use for poster display advertising, and upon which space the advertiser can contract to have his paper not only posted, but also protected and from time to time renewed, as inclement weather and other adverse conditions might necessitate. Moreover, the general legitimate character of this service, whether it be in the advertiser's own city, or in some distant town, is guaranteed by the National Association of the Associated Billposters and Distributors of the United States and Canada.

This great aggregation of over twenty-six million square feet of billboard space, supplemented with electric-lit signs, bulletin boards or painted signs on gable walls, barns, etc., all represent much tireless energy, unremitting labor, and a vast amount of money expended by the billposters.

This development of outdoor display, practically all within the past two decades, has not been achieved through any booming or extraneous efforts on the part of the billposters. In many instances the development has been most rapid where the billposter has had to silently ignore the

bitterly expressed hostility of the newspaper and magazine owners.

The owners of billposting franchises, who practically control outdoor display advertising, unlike newspapers or magazine proprietors, do not and never have had to pay any commission or make any reduced rates on business introduced by advertising agents.

Amongst advertising agents placing general advertising, there are only ten distributed throughout the United States who can place outdoor advertising on a commission basis.

The Billposters' National Association appoints and at present permits, all told, only 18 official representatives (including the aforesaid ten advertising agents) to solicit billposting upon a commission basis, and woe indeed to any one of these eighteen official solicitors if caught splitting with the advertiser the fixed commission of sixteen and two-thirds allowed by the billposters on the amount of business turned in by the solicitor.

The Billposters' National Association fixes the rates for regular billposting in every city and town throughout the United States and Canada; and as each proprietary billposter, by virtue of his franchise from the National Association, is protected from any competition in his home town it is easy to understand how the fixed rates for posting the various cities and towns can be and are strictly adhered to.

The facts, as above stated, disclose the reasons why the ordinary advertising agent never bothers to study up or advocate the advantages of outdoor display advertising. Why should he? There is nothing in outdoor display advertising for the regular advertising agent in the way of remuneration. On the other hand there is often a decided loss to the advertising agent immediately his client, the regular newspaper advertiser, wakens up to the fact that upon an appropriation of say \$300 per day, per week or per month, he can often, by diverting to outdoor dis-

play \$100 of that \$300 appropriation, so effectually reinforce the newspaper advertising as to make the \$200 expended on the newspapers doubly impressive and effective, although less remunerative to the advertising agent, owing to its curtailment in cost, in order to provide for the expenditure on outdoor display.

Referring to newspaper advertising it can be substantiated that out of nearly 25,000 American newspapers less than 8,000 can claim or get credit for printing more than 1,000 copies regularly, and of these 8,000 there is less than one in four, viz., 2,000 who care to show a definite or satisfactory annual report of copies printed, and so reveal their average issue irrespective of exchanges, returns, free, and unsold copies. Respecting billposting; it can be proved that taking 3,000 towns, including all the important cities of the United States and Canada, the United Billposters who also cover country routes, both for posting and distributing purposes, can give the advertiser a circulation of practically the entire population.

It may seem exaggerated yet it remains a simple fact that while the advertising agent has placed the owners of magazines and newspapers under many obligations that enabled them to broaden and upbuild the modern newspaper or magazine of low price and wide circulation, the advertising agent has always been treated with a sort of quiet contempt by the owners of the big billposting plants, many of whom have never personally solicited or had a canvasser or agent to solicit billposting since the day they dropped off some circus wagon, annexed a few "daubs" in the city they found open for exploitation, started an office in some hole-in-the-wall, and only hustled to secure locations upon which to erect billboards to accommodate the ever increasing quantities of paper dumped indiscriminately into their billrooms by the advertiser.

In New Zealand the newspaper's attitude toward billboards is

singularly propitious. The writer some thirteen years ago after opening Australian ground and within three years successfully working up an enormous trade for Foster's bottled beers and stout throughout Victoria and New South Wales, was sent to open virgin ground in New Zealand, and upon proceeding to place his billposting, was somewhat surprised to find that in the Land of the Moa the billboards were generally owned and controlled by the owners of the leading local newspapers, and that no one could make use of the boards unless they at the same time made liberal use of those newspapers, the owners of which absolutely controlled all billposting in their respective cities.

The billposters of the United States, fortunately for the advertiser, are absolutely independent of any parties who may control any other seam of advertising or the monies to be expended thereon.

In respect to outdoor display advertising the need of an outdoor publicity promoter is more imperative than the advertising agent in any other branch of the advertising business.

Newspaper advertising and poster or outdoor display should not be held antagonistic but in most instances should be considered as complementary, just as distribution of free samples is often made complementary to the best efforts of the traveling salesman, or just as a well developed and easy working follow-up system of correspondence is made to cover a fusilade of catalogues, pamphlets, illustrated leaflets or circulars, to reinforce a certain kind of magazine advertising which may have pulled the original inquiries and for which purpose that particular seam of advertising was distinctly advantageous.

The advertising man who can assist the advertiser in selling the greatest amount of goods at the least expense is the man who materially reduces the selling cost and so increases the advertiser's profit; and that advertising man to

succeed must also have a thorough practical knowledge of the development of trade entirely outside any general or special forms of advertising.

Special trades require special mediums for their advertising, and the specialist in regard to outdoor display is the man to consult when that form of advertising is considered advantageous, either singly or as a reinforcement to any other form of publicity.

The primary mistake generally made by the new patron of outdoor display is when he first takes his own or the newspaper agency man's copy to the color printer and, as a matter of course, expects a poster that will absolutely sell goods or at all events materially help to popularize his store or the commodity advertised.

As a starter the new poster patron usually favors, at the most, an 8-sheet which in size is 9½ feet high by 7 feet wide, and which certainly looks big space on the inside wall of an office to the advertiser who invariably determines to say and show too much upon it.

To post three hundred 8-sheet posters and keep the same display for an entire month upon the regular billboards of either Boston or Buffalo would cost \$336. To post one hundred 24-sheet posters each 9½ feet high by 22ft. in length, or just 3 times the size of an 8-sheet, for the same period in either of the said cities, would cost exactly the same amount, viz., \$336; and as the pro rata cost of the printing on a big run of either size poster would be about the same, the question naturally arises, which poster should the advertiser make use of; and that question is one that cannot be readily answered even by the expert until after a thorough discussion of various other points that have to be taken into consideration, quite apart from the size and general character of the cities to be billed.

A poster to be most effective from a selling standpoint should not only be a combination of beauty and strength in design and

coloring but should be sufficiently large to contain and display the distilled essence of the selling argument in type large enough to be easily read by him who rides as well as runs.

To properly display that which is essentially necessary may require a sixteen, a twenty, or a twenty-four sheet poster, and to crowd the essential matter into an eight, or even a twelve-sheet may cause it to be dwarfed or over-ridden by the more striking or easily read posters that will eventually flank it on either side, and that is the only one reason why the colored sketch with so many artistic or superfluous details submitted by the artist or color printer does not always pan out a winner, when as a poster it has to take its place and do its work upon the outdoor picture galleries of this country.

With the aid of an outdoor publicity promoter it is possible to avoid the many shoals and quicksands that compass the seas of outdoor display. It is even possible for an expert to so design an artistic and practical pictorial poster such as "Bubbles" of Pears' Soap, that it will sell goods to the illiterate or the foreigner unable to read English and at the same time, by introducing a facsimile of the article itself, so educate the consumer's eye to the general "get up" of the label, etc., that the "something just as good" type of retailer cannot combat with a rival line that might otherwise be foisted upon the consumer.

If it is true that half the battle for outdoor publicity is won by the right kind of poster it is equally true that the other half of the struggle is won by securing the right kind of locations upon which to post the right kind of paper. Billposting rates in the big cities may vary from four cents per sheet per week to over a dollar per week, for preferred space upon special locations, and yet it is not always the most expensive locations that will turn the trick in favor of the advertiser. For certain lines of goods the

most expensive locations may be the weakest to attract or catch the eye of those to whom the goods will readily sell.

In the race for publicity, billposting is undoubtedly handicapped unless the "showing" is made under the guidance of one whose judgment is based upon experience embracing a little more than a superficial knowledge of the fixed billposting rates of the various towns and cities, the general character of the various plants and the quantity of paper each individual billposter may consider necessary to make an average display in his particular town or district.

Every big city plant has numerous billposting fences which in whole or part may for the individual advertiser be either good, bad or indifferent; and even after a presumably good location has been selected from that perplexing puzzler, the submitted list, it often happens that when the paper is posted upon the only space vacant upon that particular fence it is found upon inspection to be not quite where the advertiser expected to see it posted.

The billboards erected in every city at certain points of vantage, coincident with the greatest travel, and well calculated to catch the eye of the class likely to patronize the commodity advertised, may at certain periods of the year be running bumper high, with not sufficient open space to carry a postage stamp, while other boards in that same city may at the same time be carrying dead paper and consequently offering abundant open space upon which to secure front showings, but only to a class of the community utterly indifferent to the commodity advertised.

All the regular billboards upon Fifth avenue in New York City, cost no more to post than those upon First avenue, but if all the boards upon the patrician avenue, at the time of the advertiser's requirements, offer no suitable open space, that condition of affairs should not constitute valid grounds for sticking up posters advertising

a high-class, expensive article upon the boards of a distinctly plebian thoroughfare like First avenue, however good the latter avenue might be for the purpose of billing a ten for five cent package of cigarettes.

The New York *Herald* is undoubtedly one of the best press mediums to catch the eye of all sorts and conditions of horse-buyers. The occasional full-page horse auction ads in the New York Sunday *Herald* of the Fiss, Doerr & Carroll Co., the largest horse dealers in the world, have repeatedly and effectively been reinforced by 16-sheet and 12-sheet posters contemporaneously announcing the same sales, but note how differently the two mediums are in their availability to the advertiser. Suppose half a dozen new advertisers, each determined to give the New York *Herald* a full-page advertisement for one particular issue; the newspaper has only to insert an extra sheet or two and so accommodate the increased patronage. It is, however, an entirely different matter for the billposter to increase the size of his plant. In the big cities Mr. Billposter is accustomed to thank his lucky stars if, always on the lookout for suitable locations, he can periodically secure the privilege to build five new billposting fences as against every three he has to pull down and remove to make way for new buildings in course of construction.

Success or failure in outdoor publicity hinges more or less upon the following factors: design of poster—adequate display upon the right kind of locations—rates—checking and inspection of showing. Then if the advertiser's system of doing business is also right and all available trade channels are duly opened for the increased trade that must necessarily result, there is no doubt that he will recoup 100 cents or more extra profit for every single dollar expended within reason upon outdoor display. FRANCIS AUBREY.

THE salesman who acts natural doesn't have to act at all.—*Burbe's Barbs*.

**A COUNTRY WEEKLY THAT SETS
THE BIG FELLOWS A
GOOD EXAMPLE.**

RED BANK, N. J., Jan. 24, 1907.
Editor of PRINTERS' INK:

You mentioned in a recent issue of **PRINTERS' INK** a paper which had furnished the American Newspaper Directory with a detailed story of its circulation since 1895, with the exception of one year.

The Red Bank Register has furnished detailed circulation reports since 1892, continuously, and it furnished detailed circulation reports six or eight years prior to 1892, with the exception of one year, when the circulation book for that year was mislaid and could not be found.

The Register has always been willing to tell every advertiser and everyone else, just what the circulation figures are, and just where the copies of the paper go. It was one of the first papers in the country to advocate George P. Rowell's platform as to what constitutes circulation, and the right of an advertiser to know what he was getting for his money. As showing that the Register still believes in this policy, I am sending to the American Newspaper Directory by this mail a detailed report of the circulation of the Red Bank Register for the year 1906. This is the fifteenth consecutive report of this kind which the Register has furnished to the Directory, and it is the twenty-second or twenty-third detailed report in all which has been furnished.

I have been a reader and admirer of **PRINTERS' INK** from its first issue, and believe that it has done more than any other publication to advance the idea that simple justice and simple honesty require that a newspaper shall tell an advertiser the exact truth about the paper's circulation. I believe also that **PRINTERS' INK** has done more than any other publication to advance the science of advertising and to increase the amount of advertising done.

Wishing for **PRINTERS' INK** the great prosperity which it deserves, I am,

Yours very truly,

JOHN H. COOK.

MAKE IT REALLY PERSONAL.

Experience will teach you that a busy man can spot an imitation typewritten letter. Don't send them out. They go into the waste-basket. It will pay you to get a girl to run the letters off on a typewriter, even though she does nothing else. If you don't want to take the writer's word for this experience will soon prove it to you.

In conclusion do not use fac-simile signatures or rubber stamps in signing letters. Have them written by hand. If you cannot do it yourself have the stenographer sign them for you. If a man's worth dictating a letter to, he's worth being addressed by the writer. In this connection it is worthy of note that a prominent millionaire capitalist spent three days in signing his name to letters written to individuals soliciting their subscription to a telephone company of which he was president.—*Business Man's Magazine.*

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (200 lines) for each insertion, \$0.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted double price will be charged.

WANTS.

FAKER & SUCKER, 36-p. book of mail-order schemes, 12c. **PURITAN BOOK CO.**, Buffalo.

WANTED to buy a second-hand Duplex Perfecting Press. Address "E. W. M.," care of Journal, Battle Creek, Mich.

I WRITE good copy, either "news publicity" or advertisements. Address H. P. THURLOW, care of World, 61 Park Row, N. Y. City.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

LARGE and small advertisers get better results by using K. A. A. service. Tell us your proposition and we will submit plans, estimates, etc. **KLING ADVERTISING AGENCY**, Elliott Square, Buffalo, N. Y.

YOUNG MAN, college graduate, two years' teaching experience, now employed by New York firm, desires position along advertising or publishing lines. P. W. EYSIER, 53 West 50th Street, New York.

YOUNG EDITOR, now with prominent magazine, business experience, desires to get back into business life. Can make good as advertiser and manager, or edit or trade paper. "Y. E.," care Printers' Ink.

NEWSPAPER POSITIONS open for advertising solicitors of successful experience. Straight salary positions. Write for Booklet No. 7. **FERNALD'S NEWSPAPER MEN'S EXCHANGE** (estab. 1898), Springfield, Mass.

WANTED, by young man who has had eighteen years' experience in advertising (can write copy) and circulation, a position with paper that wants man that can do the work. Address "THOMSON," care Printers' Ink.

WANTED—Position as manager of advertising department of daily, weekly or monthly, or as traveling adv. solicitor for high-grade publication or job printing concern. Experienced, reliable; first-class references. "F.," Printers' Ink.

"ADVERTISERS' MAGAZINE"—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. **THE WESTERN MONTHLY**, 815 Grand Ave. Kansas City, Mo.

YOUNG man in copy department large general advertising agency, New York City. Must be good advertisement writer and familiar with technical details, including types, engravings, proofreading. State age, experience fully, references, salary expected. "OPPORTUNITY," care Printers' Ink.

TECHNICAL WRITER on electrical subjects by a manufacturing company. Must possess literary ability, an engineering education, and be capable of preparing technically accurate as well as interesting articles of value to the electrical profession and users of electrical apparatus. Address "M. T.," care Printers' Ink, New York.

WANTED—I want a larger field. Have been assistant advertising manager in large manufacturing business five years. Am capable of taking entire charge of an advertising department, plan campaigns, produce selling copy, follow-up systems, etc., etc. Location in Middle West preferred. Address "H. W. S.," Station R, Cincinnati, Ohio.

POSITION as advertiser or assistant advertising manager, with manufacturing concern or agency, desired by an industrious young man of 20. A Powell graduate, with an all around practical printing experience. Highest reference from Mr. Powell. Address "A. E. S.," care Printers' Ink.

Replies treated confidentially.

CLERICAL Cashier, collector, cost clerk timekeeper, shipping clerk and general office man wanted; permanent positions; call write. HAPGOODS, 306 Broadway, N. Y.

A LEADING Advertising Agency in the East could use the services of a man of character, experience and ability, who knows a good piece of printing when he sees it; knows how to produce it and is able to get its equal from others. Address "A. G. F.," care Printers' Ink, New York City.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$1,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert. 143 Metropolitan Annex, New York.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 30 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

Adwriter

graduate of the Powell system, two years' experience as independent advertising constructor, desires position.

If you need help, and can use a man of brain power and energy, of practical, common sense—grasp of affairs, steadiness of habit, willingness to enthusiastically give to his work everything that is in him—a man with boundless ambition and supreme confidence in his ability to acquit himself creditably in any task before him—I think I am your man.

I claim no mastery of everything in the advertising business, but I have resources that will pay a satisfactory equivalent for salary received, AND I CAN PROVE IT.

Address "VERSATILE," Printers' Ink.

CURRENT TOPICS LIBRARY

I NVALUABLE assistance! Consult The Searchlight Information Library's millions of up-to-date articles, pictures and clippings, covering everything Calls or correspondence. 24 - E. Murray Street, New York.

MAILING MACHINES

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

PHOTO-ENGRAVING.

PHOTO-ENGRAVERS, Designers, price list and samples sent on request. STANDARD ENGRAVING, CO., New York.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Standard discounts to Printing Trade.

STANDARD INDEX CARD COMPANY,
707-709 Arch St., Philadelphia, Pa.

PAPER.

BASSETT & SUTPHIN,
62 Lafayette St., New York City.
Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

PATENTS.

PATENTS that **PROTECT**
Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY,
Washington, D. C. Estab. 1869.

DIRECTORY OF NOVELTY MANUFACTURERS.

A GENTS wanted to sell ad novelties, 25% com.
3 samples, 10c. J. C. KENYON, Owego, N. Y.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

WE want to know every Advertising Manager in the United States and we want every Advertising Manager to know us. We make **METAL NOVELTIES** for advertisers. You want us; we want you. Drop us a line on the letter head of your Company and we will send you a handsome souvenir.

S. D. CHILDS & COMPANY,
Who Make **ART NOVELTIES** for Advertisers,
300 Clark Street,
CHICAGO.

MAIL-ORDER BUSINESS.

MAKE MONEY BY MAIL

Only spare time and little cash required to start. We teach you the mail-order business by mail—thorough, practical instruction gleaned from experience of poor men who have become rich. If you are tired of being a drudging nobody, let us show you how to start and develop a big paying business of your own. Write now.

MAIL ORDER LYCEUM,
308 Phelps Bldg., Scranton, Pa.

DISTRIBUTION.

Mr. Advertiser, Can't You Use It?

OUR LIST OF GUARANTEED DISTRIBUTORS covering the United States and Canada like the dew. Our Men will Distribute your Advertising Matter anywhere and to any class of people **FOR ONE-FOURTH THE COST OF MAILING**. We will handle the business for you, or, if you prefer to make your contracts direct with our Distributors, **WE WILL MAIL YOU OUR DISTRIBUTORS' DIRECTORY FREE**. **WE GUARANTEE AN HONEST DISTRIBUTION**, and will pay for matter not so distributed or destroyed. **WRITE US NOW**. See if we can't do something together. References: Publishers' Commercial Union and Bradstreet.

NATIONAL DISTRIBUTING CO.,
709 Oakland Bank Building, Chicago, Ill.

FOR SALE.

\$1,300 WILL BUY first-class job printing office in booming Kansas town of 20,000 people. Address "24-1," care Printers' Ink.

FOR SALE, at a tremendous bargain, Goss Clipper Perfecting Press. Prints either four pages, seven columns, or eight pages, seven columns. THE TIMES, Raleigh, N. C.

ON account of having lately installed a Perfecting Press, we have a Dexter Feeder, size 37x46, for sale cheap; guaranteed perfect condition. Address THE MICHIGAN FARMER, Detroit, Mich.

NEW JERSEY Wire stitching Machine. Shoemaker & Co.'s make, equipped with motor and in good condition. Cost \$250. Will sell at a bargain. Address PURCHASING DEPT., ACME WHITE LEAD & COLOR WORKS, Detroit, Mich.

NEWSPAPER FOR SALE—Only daily in substantial city of 7,000. Weekly of actual 2,500 circulation and leading job plant of town in connection. Concern 40 years old. Best known small paper in the State. Best all-year climate in America. Linotype, two-revolution press, etc. (owner's health reason for selling. Price \$15,000.

"BOX 732," Phoenix, Ariz.

FOR SALE—The following list of second-hand stereotype machinery at a bargain:
Two Goss casting boxes, one new and one self locker; one metal pot, holding about three tons of metal; one curved shaver; one combination saw and trimmer; one 6-column flat casting box; fourteen turtles, 8 iron and 6 wood; one 25 h. p. motor.

For full information and prices address
BUSINESS MANAGER,
The Evening Press,
Grand Rapids, Mich.

HALF-TONES.

NEWSPAPER HALF-TONES.
2x3, 75c.; 3x4, \$1.; 4x5, \$1.60.
Delivered when cash accompanies the order.
Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 816. Philadelphia, Pa.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, 400 W. 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

PASTE for shipping labels, mailing wrappers, trunk linings, cigar box labels and all other purposes. Bernard's Cold Water Paste is positively best. Virginia-Carolina Chemical Co. Use it exclusively in 16 factories. Sample free. CHAS. BERNARD, 609 Rector Building, Chicago.

ADVERTISEMENT CONSTRUCTORS.

WE prepare high-class copy for Booklets, Follow-Up Letters and Magazine Advertising. Address MAGGS & MACCREADY, 97 Warren Ave., Boston, Mass.

SPACE-FERTILIZING.
S I firmly believe that some recent suggestions of mine, bearing upon the successful farming of Newspaper, Trade Journal and Periodical space, might be helpful to a lot of advertisers.

If YOU are in the "dead-in-earnest" class and aim to make your advertising space do its very best for you, I'm "certain" these "SUGGESTIONS" would help YOU.

They will only cost you the asking that they be sent, written on your regular printed letter-heading, but postal cards sent in response to this will not be noticed.

No. 30, FRANCIS I. MAULE, 402 Sanson St., Phila.

POSTAGE STAMPS.

EUROPEAN Postage Stamps, unused, any country or quantity, bought; 5¢ to 10¢ disc.; money order immediately sent. SAVOY WARREN, VERSAND, Ges. m. b. H., Krausen St., 30, Berlin, Germany.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

A. CHESTER THEGLEN, 938 Drexel Bldg., Phila., Adv. Agt. Adv. literature prepared, printed.

THE INELAND ADVERTISING AGENCY. Write for Different Kind Advertising Service. 925 Chestnut Street, Philadelphia.

PIONEER ADVERTISING CO., Honolulu—Cosmopolitan population makes our six years' experience valuable. Newspapers, billboards, walls, distributing, mailing lists.

ALBERT FRANK & CO., 31 Broad Street, N. Y. General Advertising Agents. Established 1873. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISING MEDIA.

THE RECORD is the Woman's Home Companion of Troy and Central Miami County, Ohio. Only daily. Low-class medical, lost manhood, monthly regulator, fake financial, liquor, etc., advertising barred. Send for sample copy.

The
Lake County Times
Hammond, Ind.

Only seven months old—too young for Roll of Honor, but too strenuous to wait. Covering the thriving Calumet Region, with a sworn circulation of 7,300. Statements made daily.

PUBLISHING BUSINESS OPPORTUNITIES.

A Class Publication

Has good circulation
In splendid local field
In the Middle West.
Its advertisers are people
Who spend money freely
And do not look for
Direct returns.
Does gross business of over
\$30,000, and makes \$8,000
In net profits
After paying owner
\$3,000 in salary.
Will sell on 20 per cent basis;
\$20,000 cash required,
Balance deferred.

EMERSON P. HARRIS,

Broker in Publishing Property,
253 BROADWAY NEW YORK

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

W E print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR PTG. CO.**, 514 Main St., Cincinnati, O.

COIN MAILER.

60 PER 1,000. For 6 coins \$3. Any printing, \$2. **ACME COIN CARRIER CO.**, Burlington, Ia.

POST CARDS.

W E make the Cuts to print from. Print them, too. Samples for stamp. **STANDARD ENGRAVING CO.**, New York.

BUSINESS OPPORTUNITIES.

W ANTED thoroughly experienced newspaper man on trade paper, established 10 years, to take entire charge of the editorial and news end of the paper; one who has cash to invest. Must be thoroughly experienced, with references in similar capacity.
Address "J. H. B.," 259 Washington St., Jersey City, for particulars.

PREMIUMS.

T HOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 600-page list price illustrated catalogue. (C) Greatest book of its kind. Published annually. 35th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

PRESS CLIPPING BUREAU.

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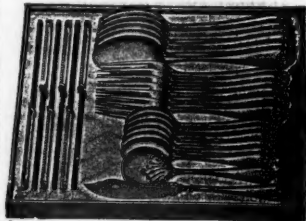
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for Premiums**

**SPECIAL QUALITIES,
PATTERNS, PRICES.**



International Silver Co.
Factory "C,"
Bridgeport, Conn.

4 YEARS FOR \$5

The subscription price of PRINTERS' INK is \$2 a year, but a four years' paid-in-advance subscription can be had for \$5, or four one-year subscriptions for four separate subscribers for the same sum, or twenty for \$20. Some intelligent newspapers find it a good investment to subscribe for copies for their local advertisers. It teaches them how to make their advertising pay, and to become larger and better advertisers.

"In Hearty Sympathy."

DALLAS, TEXAS, January 12, 1907.
PRINTERS INK JONSON,
New York, N. Y.

DEAR SIR: In answer to your favor of the 9th, will say that we intended to forward check in our previous letter but the matter was evidently overlooked. We assure you that we are in hearty sympathy with your method of doing business, and are pleased to hand you herewith check for \$8.00 as requested.

Yours truly,

HARGREAVES PRINTING CO.

Every one of my customers seem to be in hearty co-operation with my methods and never hesitate to send the cash in advance. They realize that if the goods are not right the money will be refunded, also the transportation charges. Send for my sample book containing one hundred and twenty-five specimens of my best selling inks.

===== ADDRESS =====

PRINTERS INK JONSON,
17 Spruce Street, New York.

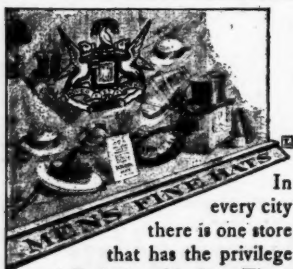
COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 41 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

In the illustration marked No. 2 the attention is at once attracted by a very important trademark—that of the Knox Hat, and aside from that fact the picture is clean-cut and possesses an element of human interest. Of the original advertisement, designated as No. 1, these things cannot be said. The trademark is there but the character of the illustration is such that it is more than apt to be overlooked and the hazy outline of hats, and what seem to

important feature. When this particular trademark was first brought prominently before the public a great many people said they did not like it, and some



In every city there is one store that has the privilege of displaying this sign. There and there only, will you find the

**KNOX
HAT**

"If your hatter does not sell Knox Hats, he should not be your hatter."

New York Salesrooms and Agency Department in the
Knox Building, 425 Fifth Avenue, Corner 49th Street.

No. 1.

be automobile tires, in the background, are certainly of no use either from an artistic or commercial point of view. The trademark of such an institution as the Knox concern is a very important thing and its advertising value should be accentuated and not obscured.

* * *

Speaking of trademarks, here is a very plain but interesting advertisement of which the "Three in One" trademark is the most



No. 2.

went so far as to say that it was silly. Advertising has given it a great value. It is very plain, and from a certain point of view very ordinary, but it arrives at its destination just the same. Thus

No other
Oil-bears
this → **3** IN **Look for it
Sure!!**

This trade mark is printed in RED on every kind of every bottle of "3-in-One." Also on the outside of every tin. Other oils are sold in 3's. They may try, in fact they do try to imitate the oil 3-in-One but they only try. Beware of imitations and articles "made" to be just as good. Cut the rest, the only "3-in-One."

persistent advertising makes a good trademark out of a poor idea, and the use of that trademark in a bold and vigorous manner makes a good advertise-

ment out of what would otherwise be quite the contrary.

* * *

In this French's Mixture one-quarter page magazine ad the gentleman is dismembered and mutilated to an extent which has not hitherto been attempted. It may be said in all fairness that this is carrying the thing just a trifle too far. The full head, or at least the entire face of the gentleman would have not been so bad, but when both the forehead and one cheek are gone, a deep mortise is made in the neck and both hands are cut off, he begins to be a rather pitiful object. Now, it is a most excellent thing to save space by introducing figures or parts of figures in such

in the drawing or any connection with the freezer proposition it would be different, but as it is, the gentleman all in black is showing another gentleman all in white how to reach a place where there is nothing doing and which must be unpopular because everybody is going away from it. This




FRENCH'S MIXTURE

SPORTSMEN'S CHOICE

is the best choice where tobacco's concerned. And because they know good smoking tobacco thousands of them exclusively use

FRENCH'S MIXTURE

"THE ARISTOCRAT OF SMOKING TOBACCO"

Its rich fragrance, even smoking qualities and absence of "bite," makes it a popular companion for the solitary camp fire. And once used in camp always used at home. Blended by hand from selected ripe and mellow North Carolina Red and Golden Leaf.

SOLD ONLY DIRECT FROM FACTORY TO SMOKER

to guarantee it is pure, fresh and clean. A new delight awaits you in this superb mixture. Its richness, smoothness and fragrance always satisfies.

Send 10 cents in stamps or silver for a generous trial pouch and free booklet.

FRENCH TOBACCO CO.
Dept. 36
STATESVILLE, N. C.

We Point the Way

Our advertising in the great magazines brings customers to your store convinced that

The White Mountain Freezer

is the one they want.



THE WHITE MOUNTAIN FREEZER CO.
BANGOR, N. H. U. S. A.
AUTHORITATIVE OF PEPPER CONSERVES

is one of those dull, uninviting, unconvincing affairs which should have been good, but are not. It makes one feel that this drawing happened to come into the office just at the time when a drawing was needed and was snapped up and made to do service without regard to its appropriateness.

a way that plenty of space may be reserved for type, but an advertisement like this French effort can neither be called artistic nor attractive, and will give a good many people a creepy feeling.

* * *

Here is a White Mountain Freezer trade paper advertisement which comes very near being bad. The illustration is strong in many ways; it has its attractive features, but it doesn't mean anything and the idea as embodied in the headline is weak indeed. If there were any action

FRANCO-AMERICAN SOUP TROLLEY PARTIES.

Certain young matrons have hit upon a delightful method of spending a day, a method which combines many of the luxuries and conveniences of an expensive trip, without, however, the expenditure of a cent. A certain manufacturer of a food in New Jersey is so proud of the immaculate condition of his factory that whenever fourteen or more women get together and signify their desire to inspect the factory the manufacturer sends an upholstered private trolley car to any desired place: the party is conducted to the factory, wine and dined, and then sent home rejoicing. The trip is getting to be very popular uptown.—*New York Evening Post.*

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

If the ad reproduced below, from the Washington (D. C.) *Star*, is not one of a series of similar ads, it should be, for it represents a good kind of advertising that ought to get more attention on the part of savings banks. In such a series, there should be plans to meet the conditions of almost every parent who is more concerned about the future of a child than about his own. Not every man can afford to give up all his small change, and good plans should be presented for those who can save perhaps only a few pennies each day. I know a man who started in by handing his wife all his small change of a certain date to save for the baby. That was all right, and it counted up some, but it was more or less of a nuisance. After a time, he figured out the weekly average and handed over that amount regularly each Saturday night or Sunday morning. Then he formed the habit of handing the youngster a dime at the breakfast table every morning, except Sunday, when the regular allowance was given, and finally he found himself giving up a quarter over the breakfast food six mornings each week. It became a part of his religion, he didn't miss it especially, and there's a snug little sum in the bank with which to help fit his young hopeful for the battle of life. It ought to be easy to conceive almost numberless schemes for such savings, and it might be a mighty good idea to put them all in a nice booklet, prefaced with a strong appeal to parents. Of course the booklet should follow promptly each visit of the

stork and should be well advertised in the newspapers. Some parents who will not lay up a cent for themselves will go hungry if need be to save something for their children.

A MAN AND HIS WIFE

are accumulating money to pay for their son's education. Each day when the husband returns from business he deposits in their little pocket bank all the coins he has in his pocket of the denomination of 50c. or under. Here is what he saved in one week:

April 2, 50c. 25c. (2), 5c. (2)...	\$1.07
April 3, 10c. (2), 5c. (3).....	.35
April 4, 25c., 5c., 1c.....	.31
April 5, 50c., 10c., 5c.....	.65
April 6, 10c., 4c.14
April 7, 50c. (2), 25c. (2), 5c. (3)	1.65

Total for six days.....\$4.17

Try this plan for saving. Ask for a Pocket Book Savings Bank. Beautifully covered with leather; made like a book. Just fits the vest pocket or lady's purse.

We pay 3 per cent interest.

UNION SAVINGS BANK,

710 14th St. N. W.,
Washington, D. C.

A Good One for Real Estate. From the Arizona Republicqn, Phoenix, Ariz.

Own a Home In Mesa.

Just because you don't happen to have a big bank account is no reason why you should not own a home in Mesa. We can give you a home already furnished for the money you throw away. We have one for sale now that will suit you if you are looking for a bargain. Remember \$25 down and \$10 per month makes you independent of the landlord. We make a specialty of desert lands and ranch property. Remember Mesa is the gateway to the Tonto. Does it mean anything to you to get close to the headwaters? Think that over, then write us for information. It is a part of our business to answer questions.

THE ARIZONA LAND CO.
Mesa, Arizona.

A Good Thing to Advertise Several Times a Year. From the Danbury (Conn.) News.

Over 25,000 Negatives.

We have filed carefully, so that any one of them can be found in a minute's time, over 25,000 negatives. If we or our predecessors in this gallery ever took a picture of you or any of your family or friends the negative is here and we can print and deliver more photographs at anytime, either in original size or enlarged.

LAMPSON,
Danbury National Bank
Building,
Danbury, Conn.

One That Will Draw a Crowd. From the Richmond (Va.) Times-Dispatch.

See Buster Brown and Tige, January 8th.

The real, live Buster Brown and his breathing, barking dog, Tige, will be at our store Tuesday, January 8th.

Admission Free!

A great treat to every boy and girl in and around Richmond. The admission to the reception is free to all.

Watch paper for the hour. Come!

ALBERT STEIN,
Shoe Store,
428 E. Broad Street,
Richmond, Va.

A "Very Special" Price Gains Selling Strength By Comparison With the Usual or Regular Price, but This is a Good Ad. Nevertheless. From the Victoria (B. C.) Daily Times.

Eight Dollars And a Half

Will Buy a Solid Oak Morris Chair with reversible velvet cushions, in all shades. This is a very special price for three days only.

THE CAPITAL FURNI-
TURE CO.,
51 & 53 Douglas St., Cor.
Fort, Balmoral Block.
Victoria, B. C.

A Novel Way to Sell Corsets. From the Baltimore (Md.) News.

Corsets— 2 Cents an Inch.

Just received another large shipment of Corsets for our popular inch sales. The manufacturers' desire to clean out their discontinued models is now your opportunity. All shapes and styles in the lot, and values never less than \$1, and from that up to fancy fabrics at \$3.50 or more. Friday, while they last, at 2c. an inch.—Size 18 for 36c., and so on.

THE LEADER,
Baltimore, Md.

An Excellent Point To Make. From the Springfield (Mass.) Union.

What Is "An Optician?" What Is "An Oculist?"

The Optician is a fitter and maker of glasses. The "Oculist" is the specialist in all diseases of the eye. Very often the eye needs the services of both. Dr. H. A. Beal, in charge of this office, is both a graduate physician and an optician as well.

THE BENTLEY OPTI-
CAL CO., Inc.,
433 Main Street,
Springfield, Mass.

Another Good Side Line for Those Who Sell Electricity. From the Victoria (B. C.) Times.

Electric Bedwarmers.

Electric Bedwarmers are the most perfect of all bedwarmers; no messing about with hot water and carrying upstairs; no accidents. You just switch on the current and get the most perfect, most healthy and most enjoyable heat. It is quite true they cost a trifle more, but then they are perfection and naturally a perfect heater costs a little more than the old-fashioned imperfect sort. The electric heaters are sold only by

THE HINTON ELECTRIC
CO., LTD.,
29 Government Street,
Victoria, B. C.

WRIGHT & TAYLOR,
LOUISVILLE, Ky.

Editor Ready Made Department:

Inclosed find an ad which I saw the other day.

In my opinion the Garment Cleaning Co.'s ad blacksmith has missed his calling; being fitted for a clergyman I cannot see why good space should be butchered like this. Do you?

Also criticise my ad for Old Charter Whiskey. I am always looking for good advice.

Yours very truly,
CHAS. F. CLARK.

It is fortunate that the company name discloses the nature of the business advertised, for there is nothing else in the ad to give that information. It is an absolute waste of space to fill it by moralizing, particularly when the subjects so treated have no relation to the business in hand. And it is likewise a waste of space here to criticise such advertising, for I don't believe that any reader of this department would waste his substance by printing a lot of truisms instead of facts about his goods or service. Here's the ad:

They tell us that beauty is only skin deep. That accounts for many skins. Life is not what we make it, but how we take it.

The eyes they say are the windows of the soul. How dark some of them are.

What is the use of living, you only get dirt in the end?

Bath for the body, religion for the soul.

AMERICAN GARMENT CLEANING
COMPANY,

Doctors Your Clothes,
623 Fourth Avenue.

As to your own ad, which is reprinted below, minus the cut of the "colonel" and his next drink, it's all very well for what is known as "general publicity," which aims principally to impress the name of the brand. But if I were advertising whiskey I would tell why people were pleased with it instead of saying that nobody has ever complained of it. I have a book of quotations too, but I never write an ad to fit one of them. The better way is to write

the ad and then find a quotation to fit it—if you can:

A Pointer From The Colonel.
"Every one knows how to find fault," reads the proverb.

No one has ever complained of the rich quality, rare mellowness and incomparable flavor of

OLD CHARTER WHISKEY,

And, It's Bottled In Bond.

WRIGHT AND TAYLOR, Distillers,
Louisville, Ky.

From the Washington (D. C.) Evening Star.

Elegant Line of Chafing Dishes.

The season when those cozy chafing dish parties prove so delightful is at its height now, and the need of a Chafing Dish for the quick preparation of Welsh Rarebits, Oysters and Club Suppers is manifest. An elegant and exclusive line of Chafing Dishes here, moderately priced.

\$3 to \$10.50.

"Universal" Coffee Percolators.

The limit of coffee deliciousness is reached when coffee is made in the "Universal" Coffee Percolator. No failures—no waste. Percolators range in price from \$3 up.

BARBER & ROSS,
11th and G Sts.,
Washington, D. C.

A Strong Appeal to Parents. From the Montgomery (Ala.) Journal.

Buster Brown Mexican Burros.

Just arrived with a carload of little Mexican Burros. They are broke for children to ride, are kind and gentle. There is no animal living to-day that is as perfect for children as the little burro. Parents can always feel at ease that their children will come to no harm so far as the little burro is concerned. They can be found at

The Exchange Stable,
224 Lee Street,
Price \$20 and \$25.

S. A. MURPHY,
Montgomery, Ala.

The Early Hat Catches the Millinery Buyer and Straws Show How the Months Go. From the Peoria (Ill.) Star.

Spring Millinery.

The new Spring hats—as this first glimpse reveals them—are not only different from those of other years—different from one another, also.

Styles are already so varied and so many that practically every preference and every type of face can be entirely suited.

Flat Mushroom Shapes chiefly prevail, made of Tuscan or peroxaline straw. Nodding June or moss roses lift their pretty heads, and bunches of black velvet ribbon are seen. Leather color and champagne tints are pronounced favorites. \$7.50 to \$15.

SCHIPPER & BLOCK,
Peoria, Ill.

This Is Funny, but It Isn't Advertising. It Might Do In a Small Country Town Where Everybody Knows Everybody, But In a City the Size of New Orleans, It's a Pretty Good Scheme to, At Least, Say What It Is That You Sell so Cheaply. From the New Orleans Daily States.

Miracles.

Do you believe in miracles? asked a well known attorney of a witness on the stand. One of my clients fell from a window and slightly injured himself. By what name would you term this disaster? An accident answered the witness. Well, he fell from the same window the next day about the same hour, said the attorney to the witness. What have you to say about that, and what would you term it? A coincidence, answered the witness. Again he fell from the same window on the third day at the same hour, said the attorney. Please give me your definition of that. I would call it a — bad habit. Now, we have the bad habit of selling cheap, and I am sure that my competitors believe that I am performing miracles all the time. It is no miracle at all. I buy in immense quantities at the very lowest figures and sell sometimes cheaper than some of the retail houses can buy.

THE PHOENIX W. G. TEBAUT,
W. G. Tebault, Jr. Mgr.,
214-22 Camp St.,
New Orleans, La.

That "Breezy Western Style" In Advertising. From the Butte (Mont.) Evening News.

DR. CHAPEAUX, L. D.
(Lid Doctor.)

This eminent specialist is permanently located at

The Hat Box,

where he hands out a bunch of dope for weather-beaten, aged and infirm hats that is guaranteed to restore their youthful vigor and beauty.

Is your crown busted?

Does your brim flop?

Is your band sweaty?

Then see him. Hours: 8 to 6. Consultation free.

THE HAT BOX,
Makers of Fine Hats,
10 North Wyoming,
Butte, Mont.

All Very Good Except That Unsatisfying Talk About Prices. If Prices Are Low, Print Them and Prove It. From the Richmond (Va.) Evening Journal.

Days of Storm

or nights of rain are hard on most shoes, but not on these. These Shoes were built of leather specially prepared to withstand wet, and to keep their wearers free from cold—by keeping their feet dry and warm. To come in to look—and try one—is to be convinced. The low price means a deal of insurance against colds and discomfort—for mighty little money.

THE HUXTER SHOE CO.
Richmond, Va.

All Right. From the Washington (D. C.) Evening Star.

Don't tempt the poor burglar by keeping your jewelry in the house.

The avenues of information to the burglar are mysterious, perhaps, but numerous, and a theft is seldom attempted without definite knowledge of the presence of valuable articles in the house.

Remove temptation from the thief and care and responsibility from yourself by renting one of our safe deposit boxes at \$5. or more.

A beautifully illustrated booklet will be sent on request.

AMERICAN SECURITY
AND TRUST CO.,
Northwest Corner of
Fifteenth and Pennsylvania
Avenue,
Washington, D. C.

ALLEGED HUMOR.

THE Kaiser has talked into a phonograph. Every German may now hear his master's voice.—*Chicago Post*.

TAKING HIS PLEASURE SADLY.—From an advt.: "If you shoot yourself and have not used _____'s Ammunition you have missed one of the pleasures of life."—*London Paper*.

HIS ADVANCE NOTICES.—"De Ritter tells me he has been spoken of as the coming novelist."

"Yes, he has spoken of it a good deal."—*Philadelphia Ledger*.

"HERE's a report of the death of that old bouncer, Bilkins. Where shall I put it?" "Oh put it under the heading 'Public Improvements.'"—*Ally Sloper*.

ORDERS HIS BREAKFAST.—Wanted—A place to board where they have waffles for breakfast and cream for the coffee, if it costs \$1,000. J. C. M., care *Observer*.—*Charlotte Observer*.

TRAVELING SALESMAN—I say, pard, can't one get a drink in this town?

Oldest Inhabitant—Gosh! no. Since these magazines have exposed patent medicines one can't even get soothin' syrup.—*New York Telegram*.

AN ENGLISH MEDICINE ADVERTISEMENT.—Wanted: A gentleman to undertake the sale of a patent medicine. The advertiser guarantees it will be profitable to the undertaker.—*Exchange*.

ALL WELCOME.—This placard was lately to be seen displayed outside a church building in Manchester:

Next Sunday, Evening Service, 6:30 p. m. Balaam's Ass Speaking. All invited.—*Daily News of London*.

MECHANICAL.—"That's my best work," said the poet, after reading the verses to Crittick. "I'm thinking of having it copyrighted."

"Copyright?" said Crittick. "If I were you I'd have it patented."—*San Francisco Call*.

TEACHER—"What is the meaning of 'aperture'?"

Class (in chorus)—"An opening."

Teacher—"Tommy Smith, give a sentence containing the word 'aperture.'"

Tommy—"All the big stores have had their fall apertures."—*Baltimore American*.

WILL OBLIGE.—A Trenton man avers that there is posted on the walls of a building in that city the following notice: "Tenants should be careful not to throw lighted cigars or cigarettes or matches about. Otherwise they may set fire to the building, and oblige, Joseph Robinson, Proprietor."—*Philadelphia Ledger*.

DEODORIZER.—"Jason, the store-keeper down at Apple Bend, is selling

a lot of patent medicine since he offered his special inducement," said Farmer Jimson after meeting was over. "Do tell!" exclaimed Deacon Elderberry. "Is he cutting the price of the medicine?" "No, by heck; he is offering a package of cloves with each bottle."—*New York Times*.

MUSICAL INSTRUMENTS.—"Wanted—Baby or very small grand piano, . . . condition equal to new."—*Bazaar*.

It is of course the advertiser's own business, but for ourselves we think the piano would be preferable. We do not care for the idea of a second-hand infant, got up to look like a new one.—*Punch*.

THE LOST LABEL.—On the bleak heights the miners were preparing their Thanksgiving dinner.

"Bill," said a red-whiskered man, "is this here potted turkey or deviled lobster?"

Bill blushed and hung his head. "I can't tell you," he faltered. "The label's got torn off the can."—*New York Press*.

INDEXING?—We are all aware of that gem of indexing:

Mill on Logic.
on the Floss.

The catalogue of a public library in the provinces contains an example equally as good in the following:

Lead Poisoning.
Kindly Light.

—*Printers' Register*.

JUST LIKE JOB.—"I notice," said the visitor, "that your sign reads: 'Job, Printing.' What's the comma in there for?" "My dear sir," replied the country editor, "that's a delicate way of conveying the information that we're running this business as Job might have run it. We have wonderful patience and forbearance."—*Catholic Standard and Times*.

A TOREADOR.—After explaining to a class the meaning of the word "toreador," a little bright-eyed boy said his father must be one of them. Why? he was asked. He replied that his father, who is a proofreader on one of our large morning journals, had said that he had "killed a terrible bull" the previous night.—*Typographical Journal*.

STILL ALIVE.—The master printer was plainly annoyed by the fool questions hurled at him by the sweet young thing who was gathering data for a book that was to hasten the industrial millennium. "I want to quote you as authority on the printing trade," she purred, "and some questions that I may ask may seem personal."

"Go ahead," returned the printer, resignedly.

"Have you been a printer all your life," he asked.

Slowly and impressively the follower of Franklin replied:

"Not yet."—*Printers' Album*.